



April 29, 2004

## **Papa John's Debuts Better Pizza and Entertainment with Works! Camera! Action!; May Brings Customers The Works Pizza, DVD Movies and a New Ad Campaign from Papa John's**

LOUISVILLE, Ky.--(BUSINESS WIRE)--April 29, 2004--Papa John's International, Inc. (Nasdaq: PZZA) launches an umbrella "Pizza and Entertainment" campaign on May 3 with a promotion offering customers one of three DVD movies with the purchase of a large The Works or any other large pizza at regular menu price. A new advertising campaign debuts showcasing opera singers announcing, "Papa John's makes movies taste so good!" The promotion and advertising campaign are integral parts of a new marketing strategy for Papa John's.

Papa John's launch of this campaign signals a change in marketing direction and strategy for the company. The foundation of this plan features a commitment to new product news, taking advantage of Papa John's positive experience with new product introductions in the past two years. Papa John's will supplement this product development effort with entertainment premiums intended to give customers even more value for their money.

"The combination of Papa John's better pizza with a choice of three movies and approximately 60 million US households equipped with DVD players(1) is reason enough to bring 'pizza and entertainment' to our customers," said Gary Langstaff, Chief Marketing Officer of Papa John's. "We believe our signature fourteen inch pizza with our better ingredients, delivered together with entertainment will provide our customers a unique experience."

Beginning Monday, May 3, customers purchasing any large pizza at regular menu price from participating Papa John's restaurants will be offered one of three DVD movies to choose from - "Weekend at Bernie's" starring Jonathan Silverman and Andrew McCarthy; "Don Juan Demarco" starring Johnny Depp, Marlon Brando and Faye Dunaway; or "Trial and Error" starring Jeff Daniels, Rip Torn, Michael Richards and Charlize Theron. A two-week national TV flight highlighting the promotion begins May 5 with local television and dedicated print media starting May 3. The DVD promotion is also offered to customers ordering Papa John's pizza online at [www.papajohns.com](http://www.papajohns.com). Future titles will be made available along with Papa John's product offerings.

### About Papa John's:

Celebrating its 20th anniversary this year, Papa John's remains focused on using the highest quality ingredients to make its customers a superior-quality pizza. Papa John's makes the crust of every traditional pizza with fresh dough (never frozen) prepared with clear-filtered water in the company's regional quality control centers. Papa John's uses only fresh-packed tomato sauce made from vine-ripened tomatoes, which go from the vine to the can in an average of six hours; cheese made with 100% mozzarella; and other high quality toppings.

In the five most recent surveys (1999 - 2003), Papa John's received the highest ratings among all national fast food restaurants in The American Customer Satisfaction Index survey conducted by The National Quality Research Center at the University of Michigan Business School. Papa John's was rated above the national average for all industries and ranked the highest in the retail sector. Papa John's has recently been recognized for local market Best Pizza wins in various cities across the country including Los Angeles, Washington D.C., Atlanta, Dallas, Indianapolis, Orlando and Phoenix.

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (Nasdaq: PZZA) is the third largest pizza company in America. At March 28, 2004 there were 2,809 restaurants (570 company-owned and 2,239 franchised) operating in 49 states and 17 international markets. Papa John's also franchises 127 Perfect Pizza restaurants in the United Kingdom. For more information about the company or to order pizza online, visit us at [www.papajohns.com](http://www.papajohns.com).

(1) - Source Prepared Foods, March 2004

SOURCE: Papa John's International, Inc.