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Papa John's Challenges Football Fans to 'Fling It & Wing It!' in Contest Launching New Bold Spicier Flavor Papa's Wings

Two Winners to Receive Trip to Miami for Big Game and Contest

Finale Hosted by Pro Football Host and Wings Expert, Trey Wingo

LOUISVILLE, Ky.--(BUSINESS WIRE)--Jan. 8, 2007--Every weekend, millions of football fans watch football games from the comforts of their home, thinking, "Man, I could throw better than that from my recliner." Well, Papa John's (NASDAQ: PZZA) is inviting those "armchair quarterbacks" across America to prove it for the chance to win a trip to the Big Game in Miami, Feb. 4.

How does the Papa John's "Fling It & Wing It" Armchair Quarterback Challenge work?

- At participating Circuit City stores and select tailgating venues in playoff markets, fans compete to see how far they can throw a football while sitting in a recliner and holding an order of Papa John's new, bold spicier flavor Papa's Wings.
- Once settled into the recliner, participants will "fling it and wing it," attempting to throw the football as far as possible while remaining in a reclined position. Fumbling the wings will result in an "offsides" penalty, resulting in the pass being ruled incomplete!
- The fan who flings a football the farthest in each market will win free Papa John's pizza and new, bold spicier flavor Papa's Wings for a year.

But wait, it gets better. In the two markets with teams advancing to the Big Game in Miami, the fans with the ten longest throws will compete in a showdown for the chance to earn an all expenses paid trip to Miami. Once in Miami, the two divisional winners will compete in the Papa John's "Fling It & Wing It" Armchair Quarterback Challenge finale hosted Saturday, Feb. 3 by pro football studio host, Trey Wingo, and then attend the Big Game.

And who better to talk wings and football than Trey Wingo? Beginning January 9, when fans visit www.papajohns.com/wingit for a listing of contest locations and complete rules, they'll be treated to a series of exclusive videos featuring Wingo, with new videos unveiled each Monday throughout the playoffs.

"No one knows football like Trey - and with a last name like Wingo, we think he naturally knows a little something about wings, too," said Papa John's president, USA, Bill Van Epps. "In our web site videos, Trey's personality really brings the type of spice and flavor our customers told us they wanted in our new, spicier flavor Papa's Wings."

Papa John's sells more pizza and wings during high-stakes football games than any other time throughout the year. Just in time for the playoffs, Papa John's has introduced new, bold spicier flavor wings - a perfect addition to those football-watching parties throughout the winter.

Also at the Samsung HD Tour Exclusively at Circuit City events, fans who "Fling It & Wing It" can also talk about the playoffs and catch all the pre-game hype by watching live NFL Network telecasts in HD. The latest HD technology will be on display, and fans can enter to win one of five Samsung 50" DLP TVs, as well as challenge other fans to Madden '07 on Xbox 360s.

Headquartered in Louisville, Kentucky, Papa John's is the world's third largest pizza company. For seven years running, consumers have rated Papa John's no. 1 in customer satisfaction among all national QSR chains in the highly regarded American Customer Satisfaction Index (ACSI). For more information about the company or to order pizza online, visit Papa John's at www.papajohns.com.

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SOURCE: Papa John's