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Papa John's Launches PapasPanFan.com to Capture Best Photos from Fans During NCAA (R) March Madness(R)

'Official Delivery Pizza of NCAA® March Madness®' calls on PANel of Experts to choose best photos taken by fans during NCAA Tournament

Promotion designed to attract consumers to try company's better-than-ever Pan Pizza by offering exclusive deals during busy March Madness season

LOUISVILLE, Ky.--(BUSINESS WIRE)--March 19, 2008--Game winners. Buzzer beaters. Fans storming the floor. Hands covering mouths. Fists raised in the air. March Madness® is an event best captured by pictures. Every frame tells a story, more than in any other sporting event.

And now, thanks to Papa John's, the "Official Delivery Pizza of NCAA® March Madness," those candid unforgettable moments of the 2008 Men's and Women's NCAA tournaments can be shared with fans around the world through an the interactive Web site: www.papaspanfan.com.

This site, which celebrates tournament "PANdemonium" through exclusive deals on Papa John's better-than-ever Perfect Pan pizza, will serve as a virtual hub for the entire country's NCAA basketball photos - viewed from the comfort of your family room, dorm rooms, or outside the arena; of mascots, cheerleaders, best friends, alumni or the student body.

The site will be the go-to spot for fans to see what the environment was like at games, on campuses and at viewing parties nationwide when those memorable March Madness moments take place. Check out the reaction of fans when a Cinderella slips on the glass slipper and knocks off a top seed.

"When March Madness sweeps the nation, Papa John's wants to help basketball fans spread the excitement with a web site that allows everyone to share their favorite photos from the NCAA tournament," said Bill Van Epps, Papa John's President, USA. "It may be impossible to see every competition in-person, but thanks to Papa's Pan Fans, you can get a taste of the atmosphere at every game, tailgate event, and viewing party."

Fans may submit photos by e-mailing their shots to photos@papaspanfan.com or uploading their images straight onto www.papaspanfan.com. Participants will receive an e-mail confirmation that their photo has been received, a photo ID number and an exclusive offer redeemable online for two free 20-oz Coca-Cola® products and a large, Papa's Perfect Pan pizza with up to three toppings for only \$12.99.

Fans who visit the web site to view, share or download images and register to join the Papa's Pan Fan Nation will receive a chance to win free several prizes from Coca-Cola and Papa John's pizza, including free pizza for a year, free Coke® products and other exclusive deals.

Also, fans will immediately be linked into the Pan Fan community that already includes a celebrity "PANel of Experts," including:

- National sports program studio host Trey Wingo
- Basketball TV analyst Tim Legler
- Play-by-play announcer Wayne Larrivee
- Retired pro basketball player and NCAA Final Four® participant Bill Wennington
- Play-by-play announcer Kevin Harlan
- Sports columnist Gary Parrish
- And esteemed Papa John's mascot Mr. Slice

After each day of the tournament, this expert PANel will choose their favorite photos from the thousands of shots submitted featuring spirited fans, cheerleaders, mascots, great plays, tailgating events, and home viewing parties.

Papa John's also has a deal that all customers can enjoy - a large Papa's Perfect Pan - now better than ever with a crispier crust - with up to three toppings for just \$12.99.

Each year, March is one of the busiest months for Papa John's - thanks in large part to the consumers watching NCAA Basketball® across the country. A few facts about this year's tournament:

- This year, Papa John's expects to sell 10 million pizzas in just the first two weeks of the tournament, with sales ramping up as Cinderella stories emerge.
- Americans will eat more than 100 acres of pizza a day during NCAA March Madness. Since 463 basketball courts can fit in an acre, that means fans will consume enough pizzas during the tourney to fill 926,000 basketball courts!
- During that time, Americans will consume more than 13 million slices of pepperoni, America's favorite pizza topping.
- An average of 350 slices of pizza are eaten every second in the U.S., and the average American eats roughly 23 pounds of pizza a year.

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third largest pizza company. For eight years running, consumers have rated Papa John's No. 1 in customer satisfaction among all national pizza chains in the highly regarded American Customer Satisfaction Index (ACSI). Papa John's also ranks first among pizza companies in the 2008 Brand Keys Customer Loyalty Engagement Index and was named 2007 Pizza Today Chain of the Year. For more information about the company or to order pizza online, visit Papa John's at www.papajohns.com.

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