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Papa John's Delivers a "Fortunate Deal" with Paramount Pictures Promoting Release of Lemony Snicket's A Series of Unfortunate Events

LOUISVILLE, Ky.--(BUSINESS WIRE)--Dec. 6, 2004--Papa John's International, Inc. (Nasdaq:PZZA) today announced a partnership with Paramount Pictures highlighting the release of Lemony Snicket's A Series of Unfortunate Events, a movie based on the first three books of the New York Times best-selling children's series by Daniel Handler. With this partnership, Papa John's® delivers customers "Papa's Fortunate Deal" featured in new television advertising starting today. The movie, opening in theaters December 17, is a joint partnership between Paramount Pictures, Nickelodeon Movies and DreamWorks.

"Papa's Fortunate Deal," combines Papa John's great tasting pizzas and an exciting movie and game preview opportunity for Papa John's customers only for a limited time. During the month of December, customers purchasing a large Papa John's pizza with up to five toppings for \$13.99 will receive a limited edition Lemony Snicket's A Series of Unfortunate Events sample CD-ROM. The CD-ROM includes a playable demo of Activision®'s Lemony Snicket's A Series of Unfortunate Events PC game, feature film previews, celebrity interviews and other extras, including movie- and game-inspired wallpapers, screensavers, icons and e-cards. Available now at major retailers and specialty stores, this game is the only one that lets players experience first-hand the misadventures of the savvy and resilient Baudelaire orphans as they narrowly escape from the clutches of the villainous Count Olaf. In the game, which is "E" rated for Everyone, the player switches between the three orphans, mastering each one's unique skills to solve puzzles and collect various items to build ingenious inventions. As a special bonus, the CD-ROM also includes Activision Value's Skateboard Park Tycoon 2004 PC game. This offer is available at all participating Papa John's restaurants.

"We're excited to partner with Paramount Pictures to deliver our superior-quality Papa John's pizza and a preview of the new Lemony Snicket movie," said Bill Van Epps, Papa John's International's Chief Operations Officer. "With such a highly popular children's series that moved to the #1 spot on the New York Times Bestseller List, the Lemony Snicket movie and Papa John's Pizza truly are a 'Fortunate Deal' and an exceptional value for Papa John's customers."

"We have enjoyed collaborating with Papa John's on their first promotional program tied to a major motion picture release," said Lisa DiMarzio, Senior Vice President of Worldwide Marketing Partnerships for Paramount Pictures. "Lemony Snicket's A Series of Unfortunate Events is a perfect fit for Papa John's customers, and we have developed an exciting CD ROM offer that will appeal to kids of all ages, as well as adults."

New television advertising premieres nationally and locally today featuring "Papa's Fortunate Deal" and includes footage from Lemony Snicket's A Series of Unfortunate Events. Dedicated Papa John's print media and restaurant promotional materials including boxtoppers and doorhangers feature Jim Carrey as Count Olaf and the Baudelaire children.

"Papa's Fortunate Deal" and other partnership promotions are available to Papa John's customers ordering Papa John's pizza online at www.papajohns.com.

About the Movie:

Paramount Pictures and DreamWorks Pictures present a Parkes/MacDonald Production and a Nickelodeon Movies Production of a Brad Silberling film, Lemony Snicket's A Series of Unfortunate Events, starring Jim Carrey, Jude Law as the voice of Lemony Snicket, Liam Aiken, Emily Browning, Timothy Spall, Catherine O'Hara, Billy Connolly, Cedric the Entertainer and Meryl Streep. Directed by Brad Silberling from a screenplay by Robert Gordon based on the books The Bad Beginning, The Reptile Room and The Wide Window by Lemony Snicket, the film is produced by Laurie MacDonald, Walter F. Parkes and Jim Van Wyck, and executive-produced by Scott Rudin, Barry Sonnenfeld, Julia Pistor and Albie Hecht.

The first to knock the Harry Potter series out of The New York Times children's best-seller list, Lemony Snicket's books met with rave reviews from The New York Times, Entertainment Weekly and U.S. News and World Report. Now reaching sales of over 27

million copies in 39 languages, the books and the film chronicle the inventive adventures and unfortunate events that befall the Baudelaire children.

Paramount Pictures is part of the entertainment operations of Viacom Inc., one of the world's largest entertainment and media companies and a leader in the production, promotion and distribution of entertainment, news, sports and music.

Nickelodeon Movies is the feature film development and production division of Nickelodeon, which produces movies for kids and their families in association with its sister Viacom company, Paramount Pictures. Nickelodeon Movies was created in 1993 to develop and produce several types of films, which include star-driven family event movies, kids first movies and animated features, all of which bring extraordinary events, characters and situations into everyday contemporary life. Nickelodeon feature film releases have grossed more than a half billion at the box office and include the Oscar® nominated "Jimmy Neutron: Boy Genius," "Rugrats Go Wild," "The Rugrats Movie," "Snow Day," "Rugrats in Paris: The Movie," "Clockstoppers" and "The Wild Thornberrys Movie," among others. Nickelodeon, Nickelodeon Movies and all related titles, characters and logos are trademarks of Viacom Inc.

About Papa John's:

Celebrating its 20th anniversary this year, Papa John's remains focused on using the highest-quality ingredients to serve its customers superior-quality products including original and thin crust pizzas, breadsticks, cheesesticks, Papa's Chickenstrips and it's newest side item, Papa's Wings. 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 from 100% mozzarella; 100% real beef and pork that contain no fillers; tender all-white meat chicken; and other high-quality toppings.

In the five most recent surveys (1999-2003, as published in The Wall Street Journal), 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. The company ranked first overall among the national delivery and take-out pizza chains in the 2004 Restaurants & Institutions Consumers' Choice in Chains survey. 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. As of November 21, 2004, Papa John's had 2,809 restaurants (567 company-owned and 2,242 franchised) operating in 49 states and 19 international markets. The company is also the franchisor of 120 Perfect Pizza restaurants in the United Kingdom. For more information about the company or to order pizza online, please visit www.papajohns.com.

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SOURCE: Papa John's International, Inc.