



March 11, 2004

## **Papa John's is the Official Delivery Pizza of the NCAA; Papa John's Offers True March Madness With Slam Dunk Pizza, Coca-Cola and Limited Edition Basketball Offer**

LOUISVILLE, Ky.--(BUSINESS WIRE)--March 11, 2004--Papa John's® International (Nasdaq: PZZA), in conjunction with its beverage partner, Coca-Cola®, began a special customer promotion in celebration of March Madness®. As the Official Delivery Pizza of the NCAA® and its Championships, Papa John's is offering customers a Limited Edition NCAA Final Four® basketball and a 2-liter Coca-Cola product for \$5.99 with the purchase of a large Papa John's specialty pizza for \$10.99.

Papa John's, in its second year in partnership with Coca-Cola, CBS and the NCAA®, sought ways to further leverage the "Official Delivery Pizza of the NCAA®" status while offering customers a value-added opportunity. With local market programs surrounding NCAA Championships including volleyball, gymnastics, lacrosse and ice hockey, Papa John's took the partnership to the next level with dedicated promotions and advertising.

"We're offering customers a great line of specialty pizzas, which include The Works™, All the Meats™, Garden Fresh, Barbeque Chicken and Bacon, Hawaiian Barbeque Chicken, Spinach Alfredo and Grilled Chicken Alfredo," said Gary Langstaff, Papa John's Chief Marketing Officer. "Add a Coca-Cola beverage of choice and the value-added premium of the collectible limited edition basketball, and you have a winning combination. We're excited about this additional opportunity to satisfy our customers."

The promotion began March 1 with national NCAA® Men's Division I basketball in-game television spots commencing March 6 and ending March 28. The dedicated national television flight featuring the Limited Edition NCAA Final Four® basketball offered by Papa John's started March 10 and continues through March 21. Local market television will air in select markets throughout the promotion. Dedicated print and local market radio spots will also support this national Papa John's promotion. The in-restaurant promotion concludes April 11.

"A hot Papa John's pizza and an ice-cold Coca-Cola are a great way to enjoy the NCAA® Tournaments, and we are pleased to be able to share the excitement of March Madness® with Papa John's customers," said Don Knauss, President Coca-Cola North America. "The Final Four Limited Edition basketball is a great addition to this promotion."

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 February 22, 2004 there were 2,799 restaurants (571 company-owned and 2,228 franchised) operating in 49 states and 16 international markets. Papa John's also franchises 131 Perfect Pizza restaurants in the United Kingdom. For more information about the company or to order pizza, Coca-Cola and a Limited Edition Final Four® basketball online, visit us at [www.papajohns.com](http://www.papajohns.com). For more information about The Coca-Cola Company, please visit [www.cocacola.com](http://www.cocacola.com).

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SOURCE: Papa John's International Inc.