



February 4, 2011

More Than 1 Million Americans Set to Receive Free Papa John's Pizza If Super Bowl XLV Goes into Overtime

Consumers Can Still Register Through Saturday, February 5

LOUISVILLE, Ky.--(BUSINESS WIRE)-- With kickoff of Super Bowl XLV just two days away, more than 1 million Americans already are eligible to score a free large three-topping pizza if the game goes into overtime Sunday.

Papa John's, the Official Pizza Sponsor of the NFL and Super Bowl XLV, announced Jan. 24 that it will give away a free pizza to everyone in America if the Super Bowl goes into overtime for the first time in history. To be eligible, all consumers need to do is register for Papa John's online customer loyalty program, My Papa Points, at www.papajohns.com, by 11:59 p.m. ET Saturday, Feb. 5.

"The response to our Super Bowl XLV overtime promotion has been tremendous — from consumers, media, bloggers and others, and it's a testament to the die-hard passion America has for the highest quality football and pizza — the NFL and Papa John's," said Andrew Varga, Papa John's Chief Marketing Officer. "This year's Super Bowl is being touted as one of the most evenly matched games in years, and if it goes into overtime, Papa John's will make history with the biggest free pizza delivery of all time."

If Super Bowl XLV goes into overtime, My Papa Points enrollees will be rewarded the next day with 25 Papa Points — the amount of points needed to redeem a large up to three-topping pizza. Consumers can redeem the 25 Papa Points for the free pizza anytime through June 30, 2011.

Papa John's is also enhancing the Super Bowl experience by giving away \$45 Papa John's Papa Cards every 45 seconds on Super Bowl Sunday for consumers who order online at papajohns.com between 10 a.m. and 9:59 p.m. ET. Papa John's will randomly select one online customer every 45 seconds to win a \$45 Papa Card.

Papa John's is in the first year of a multi-year sponsorship with the NFL and Papa John's is also the Official Pizza of the Arizona Cardinals, Atlanta Falcons, Baltimore Ravens, Dallas Cowboys, Houston Texans, Indianapolis Colts, Miami Dolphins, New York Giants, New York Jets, Philadelphia Eagles, Seattle Seahawks, St. Louis Rams, Tennessee Titans and Washington Redskins.

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third largest pizza company. For 10 of the past 11 years, consumers have rated Papa John's No. 1 in customer satisfaction among all national pizza chains in the American Customer Satisfaction Index (ACSI). Papa John's also was honored by Restaurants & Institutions Magazine (R&I) with the 2009 Gold Award for Consumers' Choice in Chains in the pizza segment. Papa John's is the Official Pizza Sponsor of the National Football League and Super Bowl XLV, XLVI and XLVII. For more information about the company or to order pizza online, visit Papa John's at www.papajohns.com.

OVERTIME PIZZA GIVEAWAY

NO PURCHASE NECESSARY. LEGAL RESIDENTS OF THE 50 UNITED STATES (D.C.) 18 AND OLDER. VOID WHERE PROHIBITED. Sweepstakes ends 2/5/11 at 11:59 P.M. ET. For Official Rules and complete details, visit www.papajohns.com. Sponsor: Papa John's International, Inc. The NFL Entities (as defined in the official rules) have not offered or sponsored this Sweepstakes in any way. ©2011 NFL Properties LLC. All NFL-related trademarks are trademarks of the National Football League.

45-SECOND PIZZA GIVEAWAY

NO PURCHASE OR ORDER NECESSARY. LEGAL RESIDENTS OF THE 50 UNITED STATES (D.C.) 18 AND OLDER. VOID

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