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Back by Popular Demand: The Italian Meats Trio Specialty Pizza from Papa John's

Just in Time for Football Season, Papa John's Offers Large Italian Meats Trio for Just \$11.99 in September

LOUISVILLE, Ky.--(BUSINESS WIRE)--Aug. 31, 2007--With the return of football this month, Papa John's is pleased to announce the return of another fan favorite - the Italian Meats Trio specialty pizza!

Loaded with Italian salami, Italian ham, and spicy Italian sausage, the Italian Meats Trio features Papa John's hearty robusto sauce, covered with a blend of Parmesan and Romano cheese and topped with a sprinkle of Italian herbs. And now through the end of September, Papa John's customers can get a large Italian Meats Trio for just \$11.99.

The Italian Meats Trio is sure to be the MVP - Most Valuable Pizza - of the month!

"We first introduced the Italian Meats Trio this spring and it quickly became a huge hit among our customers," said Bill Van Epps, Papa John's president, USA. "In fact, the flavorful pizza turned out to be one of our most popular limited time offer pizzas. Our customers asked us to bring it back, and we listened."

Papa John's also offers the perfect game plan for fans who prefer to focus on their fantasy football picks rather than what they'll be eating on game day: advance online ordering at www.papajohns.com. Simply log on to the Papa John's website, choose your favorite pizzas and side items, and specify the time of delivery or pick-up up to three weeks in advance. It's that simple.

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). For more information about the company or to order pizza online, visit Papa John's at www.papajohns.com.

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