



August 25, 2006

**``That's Amore!" Papa John's Sicilian Meats Pizza is Back by Popular Demand; For a limited time only, get a large Sicilian Meats pizza for just \$11.99 at Papa John's**

LOUISVILLE, Ky., Aug 25, 2006 (BUSINESS WIRE) -- Papa John's International, Inc. (NASDAQ:PZZA) is pleased to announce the return of its popular Sicilian Meats pizza, available again for a limited time only. Topped with a flavorful blend of four meats - Italian salami, pepperoni, sliced Linguica sausage and spicy Italian sausage - the Sicilian Meats pizza is a tantalizing taste bud treat for meat enthusiasts. Beginning August 28 and continuing through October 15, customers can enjoy a large Sicilian Meats pizza for just \$11.99, or "go deep" with Papa's Perfect Pan for just a dollar more.

"As the old song goes, it was certainly 'amore' that encouraged us to bring back the Sicilian Meats pizza," said Bill Van Epps, president, USA, Papa John's International, Inc. "Customers loved the flavorful combination of meat toppings when we first introduced Sicilian Meats last year and have since told us that they would like to see it back on the Papa John's menu."

If tracing your Italian genealogy online or e-mailing your cousin in Rome makes you hungry for a Sicilian Meats pizza, simply log on to [www.papajohns.com](http://www.papajohns.com) to place your order. Available 24 hours a day, 7 days a week, Papa John's online ordering is an easy way to plan your meals and satisfy your cravings.

Available last year on traditional crust, this year's offering marks the first time the popular Sicilian Meats pizza will be available on Papa's Perfect Pan. Papa's Perfect Pan, the first new crust permanent addition to the Papa John's menu in more than 10 years, received rave reviews when rolled out last year. Papa's Perfect Pan features a thick buttery-tasting crust made with olive oil, and a zesty robusto pizza sauce with chunks of tomato and flavored with garlic, Italian herbs and spices. The pan pizza is purposely square and deep so customers can pile on loads of their favorite "better ingredients" from Papa John's.

Headquartered in Louisville, Kentucky, Papa John's is the world's third largest pizza company. For seven years running, consumers have rated Papa John's No. 1 in customer satisfaction among all national QSR 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](http://www.papajohns.com).

SOURCE: Papa John's International, Inc.

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