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Papa John's Menu Keeps Getting 'Better' with New Papa's Wings

LOUISVILLE, Ky.--(BUSINESS WIRE)--Nov. 8, 2004--Papa John's International, Inc. (NASDAQ:PZZA) today announces its newest menu item, Papa's Wings, featured in a nationwide debut supported by a two-week flight of television advertising. Customers can now enjoy the delicious combination of Papa John's pizza and wings. This latest menu extension reinforces Papa John's commitment to deliver a superior customer experience with every Papa John's dining occasion.

Papa's Wings are meaty, juicy and available in two great tasting and distinctly different flavors - Spicy Buffalo and Mild Chipotle Barbeque. The new chicken wings are available in orders of ten and are served with one of Papa John's signature dipping sauces, Blue Cheese, Ranch or Buffalo for extra hot wings.

"We're listening to our customers and they want our Papa's Wings," said John Schnatter, Founder and Chief Executive Officer of Papa John's International. "We're delivering another quality product to our consumers by offering a better side item to complement our better pizza."

Papa John's pizzas, including The Works, Garden Fresh or Barbeque Chicken and Bacon, and Papa's Wings are the perfect combination for any meal. Whether you are tailgating at a football game, gathering around the television at home or getting together for a holiday celebration, Papa John's provides many options for creating a better meal delivered fresh and hot to your door.

The company's newest television advertising features customers enjoying Papa's Wings in a variety of settings. The advertising spot reminds you that "It don't mean a thing if you ain't got that (Papa John's) wing!" Local television and dedicated print media also begin today.

Papa John's also offers customers purchasing any large pizza at regular menu price from participating Papa John's restaurants in November its value-added DVD promotion with two new titles featuring the action-packed "Jackie Chan's First Strike" and the holiday cartoon "Frosty Returns."

Papa's Wings and the DVD promotion are available to Papa John's customers ordering online at www.papajohns.com.

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 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 October 24, 2004, Papa John's had 2,808 restaurants (567 company-owned and 2,241 franchised) operating in

49 states and 18 international markets. The company is also the franchisor of 121 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.