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In Another QSR Pizza Industry First, Papa John's Digital Gift Cards Now Available On Mobile-Optimized Web Site

Papa John's becomes the first national QSR pizza company to allow customers to design, purchase and send gift cards through a mobile-optimized Web site

LOUISVILLE, Ky.--(BUSINESS WIRE)-- In another technology first, Papa John's today launched the QSR pizza industry's first systemwide mobile-optimized Web site, powered by CashStar, that improves the digital gift card ordering experience. Papa John's customers now have the convenience and ease of ordering via their mobile device by going to papajohns-m.cashstar.com where they can design and purchase customized Papa John's gift cards, and select the specific delivery date.

"This is a big win for consumers," said Bob Kraut, Papa John's chief marketing officer. "You're not always at a computer when you remember you missed someone's birthday, or you want to say 'thank you' to someone. This allows you to instantly send a Papa John's digital gift card wherever you are through your mobile device."

Mobile-optimized ordering of digital gift cards is the latest technological innovation from the world's third-largest pizza delivery company. In 2001, Papa John's was the first national pizza company to offer online ordering for all of its delivery restaurants throughout the U.S. Similarly, in 2007, Papa John's became the first national pizza company to offer SMS text ordering for all of its delivery restaurants in the U.S. And, in 2010, Papa John's became the first national pizza company to launch a nationwide digital rewards program, Papa Rewards, which remains the only program of its kind in the category.

"Papa John's founder, John Schnatter, has always been a visionary with an unrelenting focus on customer satisfaction," said Kraut. "As a visionary, he recognized very early on that customer ordering habits were likely going to change with the rapid growth of the Internet. That insight has allowed us to pioneer many of the industry's technological advances, and has led to more than 45 percent of our systemwide sales coming from our digital platforms."

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third largest pizza delivery company. For 12 of the past 14 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 is the Official Pizza Sponsor of the National Football League and Super Bowl XLVIII. For more information about the company or to order pizza online, visit Papa John's at www.papajohns.com, or visit us on Facebook at www.facebook.com/PapaJohns, on Twitter at <http://twitter.com/PapaJohns>.

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