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Papa John's Asks Fans to Vote for Their Most Valuable Pizza (MVP) as Part of Its Super Bowl Celebration; Special Offer to Be Announced Wednesday

Celebration also includes sampling of its latest pizza offering, Double Cheeseburger Pizza, at Super Bowl Blvd.

LOUISVILLE, Ky.--(BUSINESS WIRE)-- With Super Bowl XLVIII less than a week away pitting two Papa John's-sponsored teams against one another, Papa John's, the Official Pizza Sponsor of the NFL, has unveiled its playbook for fans and pizza lovers as they gather to watch the game in New Jersey or cheer on the Denver Broncos and Seattle Seahawks at home. Papa John's also will announce an exciting special offer on Wednesday that will continue the Super Bowl excitement long after the game is over.

"2014 marks the first time that two Papa John's-sponsored teams are playing against each other in the Super Bowl," said Bob Kraut, chief marketing officer at Papa John's. "With pizza as a 'go-to food' for Super Bowl parties around the country, this is a great time to celebrate with Papa John's pizza and unveil new menu offerings with unique deals for football fans."

Vote for your Most Valuable Pizza

Papa John's wants to know what your Super Bowl "MVP" is - your Most Valuable Pizza. Between now and January 31, fans can log on to PapaJohnsMVP.com and vote for Pepperoni or Cheese in the head-to-head battle for the title of MVP. In the "One to Watch" category, fans can choose between Chipotle Chicken and Bacon and the newcomer Double Cheeseburger.

The first 1,000 people to vote each day will receive a code for a free 2 liter of Pepsi with their next order (\$10 minimum purchase). Encourage others to vote by sharing with the hashtag #PJMVP.

Denver Broncos receiver Eric Decker, Seattle Seahawks safety Earl Thomas, and ESPN Analyst and former Denver Broncos lineman Mark Schlereth have each joined Papa John's as Team Captains - each choosing his favorite pizza in the vote.

A Pizza and a Burger -Times Two - All in One

Papa John's, the Official Pizza Sponsor of the NFL and the Super Bowl since 2010, will also unveil a new pizza to customers nationwide, available for a limited time. The new Double Cheeseburger Pizza (tweet #DbIChzBurgerPizza) with fresh ingredients including diced roma tomatoes, 100% real ground beef, and sliced dill pickles with a tangy cheeseburger sauce will be available as a special e-deal on PapaJohns.com.

Pizza Sampling at Super Bowl Blvd.

Fans living in or traveling to the greater New York / New Jersey area for Super Bowl XLVIII can also get their fill of Double Cheeseburger Pizza - Papa John's will offer free slices to fans attending Super Bowl Blvd. in Midtown Manhattan beginning Wednesday, January 29 through Saturday, February 1. Fans can stop by the Papa John's mobile kitchen for a slice between 8 a.m. and 10 p.m. each day.

During Super Bowl Week, sampling of Double Cheeseburger Pizza will also occur at EA Sports Madden Bowl, the NFL Players Association Locker Room and the VH1 Fan Jam at St. George's Theater. Those who walk the red carpet at the annual NFL Honors, where Papa John's is the sponsor of the Associated Press MVP Award, can enjoy Double Cheeseburger Pizza in the Green Room before the show.

About Papa John's

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>, or on our blog at www.papajohnsblog.com.

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