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Papa John's Spices up Menu with New Spicy Italian Specialty Pizza

LOUISVILLE, Ky.--(BUSINESS WIRE)--Oct. 4, 2004--Papa John's International, Inc. (Nasdaq:PZZA) today introduces its newest specialty pizza, the Spicy Italian, and two new DVD titles: "Casper and Friends" and "Abbott and Costello Meet the Mummy" with a special bonus episode of "The Munsters." The new Spicy Italian specialty pizza debuts for only \$13.99.

Papa John's® Spicy Italian pizza is a traditional Italian treat. The new specialty pizza features Papa John's special sauce made from vine-ripened tomatoes and topped with Papa John's signature pepperoni, a double order of spicy Italian sausage and covered with 100% real cheese.

"We're happy to add another delicious specialty pizza to our menu," said John Schnatter, Founder and Chief Executive Officer of Papa John's International. "Our Spicy Italian is an authentic tasting pizza made with two of the most popular pizza toppings to create an appealing specialty pizza for pizza lovers everywhere."

Beginning today, customers who purchase the new Spicy Italian or any other large pizza at regular menu price from a participating restaurant will receive a DVD of their choice to keep. A two-week national TV flight highlighting the promotion begins today. Local television and dedicated print media also start today. This promotion is also available to customers ordering Papa John's pizza 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 a superior-quality pizza. 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 August 22, 2004, Papa John's had 2,786 restaurants (567 company-owned and 2,219 franchised) operating in 49 states and 16 international markets. The company is also the franchisor of 123 Perfect Pizza restaurants in the United Kingdom. For more information about the company, please visit www.papajohns.com.

SOURCE: Papa John's International, Inc.