



February 3, 2010

Papa John's Invites Consumers to Pile on with 'Toppings for Touchdowns' for Super Bowl XLIV

For every touchdown scored by the Super Bowl XLIV Champion, Papa John's customers will receive a free topping with purchase of large cheese pizza for just \$9 on Feb. 8-10

LOUISVILLE, Ky., Feb 03, 2010 (BUSINESS WIRE) -- No matter who wins Super Bowl XLIV, there's something all fans can rally behind this Sunday: touchdowns, lots and lots of touchdowns. That's because Papa John's, the Official Pizza Sponsor of the NFL and Super Bowl XLIV, will make consumers winners, too.

Here's how it works: For every touchdown scored by the winning team in Super Bowl XLIV, customers will receive a free topping on a Papa John's large cheese pizza for only \$9, for the three days following The Big Game (Feb. 8-10). Three touchdowns, three toppings. Seven touchdowns, SEVEN toppings!

"For 25 years, we've kept the same recipe of fresh never frozen dough for our original hand-tossed pizzas, fresh-packed tomato sauce, cheese made from 100% mozzarella and superior-quality toppings," said Papa John's founder and chief executive officer, John Schnatter. "We believe better ingredients make a better pizza, and our customers tell us they can taste the difference. We hope for a high scoring game so all of our customers win, with lots of better ingredients at an unbelievably low price."

Papa John's "Toppings for Touchdowns" has scored big among football fans in a number of NFL markets this season, including Indianapolis, Baltimore, Dallas and Phoenix. Super Bowl XLIV on Sunday, February 7, marks the first time "Toppings for Touchdowns" will be offered at Papa John's throughout the country.

From now through Super Bowl XLIV, Papa John's will have exclusive offers and deals available at www.papajohns.com, including its *Super XL IV Pizza* - an extra-large pizza with up to four toppings for only \$11.99, and its *1st and 10 Offer* - any large pizza for only \$10.

Papa John's has already announced plans of a :30 second enhancement to air during the telecast of Super Bowl XLIV. The integration through NFL Films includes company Founder John Schnatter making surprise deliveries to people behind the scenes who make the game great.

In addition, Papa John's is supporting a cause-related effort around The Big Game called the "Papa John's Take It to the House Super Bowl Challenge:"

- If either team "takes it to the house" by returning the opening kickoff of the first or second half for a touchdown in Super Bowl XLIV, Papa John's will donate \$1 million to Habitat for Humanity.
- Even if the challenge is not met, Papa John's will donate \$50,000 to Habitat for Humanity.

Consumers can help increase the challenge donation by signing up as Papa John's Facebook fans. If Papa John's surpasses one million fans on [Facebook](https://www.facebook.com/papajohns) (currently 765,000+) by kickoff of Super Bowl XLIV, the company will double its donation to Habitat for Humanity: \$2 million if a player achieves the Take It to the House Challenge; \$100,000 if not.

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third largest pizza company. For nine of the last 10 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 also was honored by Restaurants & Institutions Magazine (R&I) with the 2009 Gold Award for Consumers' Choice in Chains in the pizza segment, ranked first among pizza companies in the 2008 Brand Keys Customer Loyalty Engagement Index, and was named 2007 Pizza Today Chain of the Year.

For more information about the company or to order pizza online, visit Papa John's at www.papajohns.com.

Good at participating restaurants only, limit seven toppings. Customer pays applicable sales tax. Delivery charges may apply.

All NFL-related trademarks are trademarks of the National Football League.

SOURCE: Papa John's International, Inc.

Papa John's International, Inc.

Tish Muldoon, 502-671-9488

Senior Director, Corporate Communications

tish.muldoon@papajohns.com

or

Fleishman Hillard

Doug Terfehr, 314-550-0934

doug.terfehr@fleishman.com

Copyright Business Wire 2010