



November 21, 2007

No Poll Needed; Ultimate Football Fan to Get Automatic Bid to Papajohns.com Bowl Game

Papa John's to Provide a VIP Bowl Game Experience to "Papa's Favorite Fan"

LOUISVILLE, Ky.--(BUSINESS WIRE)--Nov. 21, 2007--College football fans, if ever you've dreamed of bypassing the ticket line, skipping past the crowded aisles of the stadium seats and watching a game from the luxury box, well any old contest can score you that experience.

But, a mixer with the cheerleaders, behind the scenes access to the locker rooms and broadcast booth, and a chance to be an honorary member of a bowl game committee, plus a year's supply of free pizza, well only Papa John's and the Papajohns.com Bowl can offer that to you!

That's right, beginning today Papa John's is searching for "Papa's Favorite Fan" by inviting fans to register to receive the ultimate football bowl game experience during the 2007 Papajohns.com Bowl on Dec. 22 in Birmingham, Ala.

Sure, it's not a BCS game. Sure, there's no national title on the line. But with the unpredictability of college football this year, Papajohns.com Bowl may feature next year's contender for a national championship. And, hello, remember there's free pizza for a year and maybe even a bowl game blazer in it for you!

Become one of "Papa's Favorite Fans" by registering now at www.papajohns.com/favoritefan for your chance to be a special VIP guest of Papa John's Founder John Schnatter at the 2007 Papajohns.com Bowl. The Papa's Favorite Fan game package includes:

- Round-trip airfare for two to Birmingham, Ala.
- Hotel accommodations for the weekend
- VIP guest at Kick-off Luncheon

- Sitting next to "Papa John" Schnatter during the ESPN2 telecast of the game
- Honorary membership on the Papajohns.com Bowl Game committee
- Pre-game behind-the-scenes tour of Legion Field, including ESPN broadcast booth
- VIP treatment at Papajohns.com Street Festival, parade and pep rally
- Free Papa John's pizza for a year!

"We think we've created a great bowl game experience with the Papajohns.com Bowl," Schnatter said. "I hope football fans nationwide will jump on board for their chance to grab a seat at the game, especially when that seat happens to be right next to me!"

Last year was the inaugural season of the Papajohns.com Bowl, which featured South Florida knocking off East Carolina 24-7. The game proved to be the most watched event on ESPN2 during the month of December. The South Florida Bulls, meanwhile, rose to as high as No. 2 in the polls this season, so there's already a history of quality football teams from the Big East Conference and Conference USA squaring off in Birmingham.

In addition to the chance to become known as "Papa's Favorite Fan," visitors to the contest Web site will be treated to highlights from last year's game with a special pizza surprise. Check out the site to learn more, and while there, rank your favorite pizza toppings of all-time, along with the best sides and specialty pizzas from the pizza company known for its Better Ingredients and Better Pizza.

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third largest pizza company. For eight years running, consumers have rated Papa John's No. 1 in customer satisfaction among all national pizza chains in the highly regarded American Customer Satisfaction Index (ACSI). For more information about the company or to order pizza online, visit Papa John's at www.papajohns.com.

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