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Virtual Armchair Quarterback Challenge Rolls into Conference Championship Cities

Sports host Trey Wingo helps Papa John's locate the top Virtual Armchair Quarterback

LOUISVILLE, Ky.--(BUSINESS WIRE)--Jan. 17, 2008--While millions of fans around the country watch the conference championships this weekend, many of them will scoff, "I could have thrown a better pass than that from my recliner." Papa John's is giving them the chance to prove it with the Papa John's Virtual Armchair Quarterback Challenge.

Who will rise to the challenge? Will the fans of Green Bay be able to weather the elements? Will younger brothers throughout New York step out of their older siblings' shadows? Will the fans of San Diego overcome the odds? Will any New Englanders do better than 26-for-28?

What is the Virtual Armchair QB Challenge? Picture this:

- Fans hold a Nintendo Wii gaming system remote in one hand and a slice of Papa John's pizza in the other, while leaning all the way back in a recliner.
- They compete in Madden Football '08's Precision Passing game, and the contestant scoring the highest series of throws wins.
- The contestant scoring the highest series of throws without "fumbling" their pizza wins.
- The games take place in select Best Buy locations in conference championship team markets across the country.

The lucky few who are able to sling the digital pigskin better than other contestants in their city will win a complete game-day essentials package; a Nintendo Wii, \$100 Papa Card, and two cases of Coke Zero. Papa John's and Coke Zero will be on-hand with samples to keep the Armchair QBs fueled for competition.

This weekend, fans in Boston will get a few pointers from renowned national studio host Trey Wingo. If anyone in the industry knows what makes a top-level QB, it's him. This Saturday, Wingo will be hanging up the mic and picking up the Wii remote in Boston to see if the New Englanders are really as good as they say they are. He'll whisper words of encouragement and he'll point out flaws in strategy, all to find the true Virtual Armchair QB Champion.

The Virtual Armchair Quarterback Challenge takes place at select Best Buy stores in Boston, New Jersey, San Diego, and Green Bay Saturday, Jan. 19, from 1-4 p.m. There's a limit of 150 players per location, so arriving early is recommended!

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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