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## **Papa John's to Integrate Newest "Papa's in the House" Deliveries into Super Bowl XLIV Telecast**

### ***Pizza company's first-time NFL sponsorship to include 30-second enhancement during first half of The Big Game***

LOUISVILLE, Ky., Jan 28, 2010 (BUSINESS WIRE) -- Since NFL play began in August, Papa John's has been "in the house" of football fans nationwide, with millions of pizzas delivered at stadiums and homes across the country. The first-time NFL sponsor will culminate the season by being in the house at The Big Game, with some special deliveries featured in a unique integration in the Super Bowl XLIV telecast on CBS on February 7.

As the Official Pizza Sponsor of the NFL and Super Bowl XLIV, Papa John's will be featured in the Super Bowl telecast for the first time in company history. Near the two-minute warning of the first half, Papa John's Founder John Schnatter will be featured in a 30-second broadcast enhancement, customized and themed for Super Bowl XLIV, celebrating the people who make the NFL and Super Bowl XLIV great -- the latest installment in the brand's "Papa's in the House" ad campaign.

"As the quality leader in the pizza category, for years football fans have invited Papa John's to be the guest of honor at their homes while watching the Super Bowl," said Papa John's Chief Marketing Officer, Andrew Varga. "This year, we are excited to be in the house as the Official Pizza Sponsor of the NFL and Super Bowl XLIV, and to be able to thank the fans and those behind the scenes who make the game great."

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

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](http://www.papajohns.com).

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