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Renowned Handicapper Danny Sheridan Sets Odds for Papa John's GO DEEP Challenge; Chances of Record-Breaking TD Completion in Sunday's game set at 8-1!

LOUISVILLE, Ky., Jan 30, 2006 (BUSINESS WIRE) -- Fans of the big game in Detroit can try their luck with the odds on just about anything -- from which team will win the coin toss to who will call the first timeout. And now America's leading sports analyst and handicapper Danny Sheridan is weighing in on a major component of the action this Sunday - the Papa John's GO DEEP Challenge.

Calling it one of the most unusual events for which he has ever set a line, Sheridan has marked the likelihood of a quarterback completing a touchdown pass of at least 86 yards in the big game at 8-1. Unlike classic wagering, though, there is nothing to lose for pizza lovers who enter the first-ever Papa John's GO DEEP Challenge.

The rules are simple. From now through 6 p.m. eastern time on Feb. 5, consumers can register for a chance to win a free large Papa's Perfect Pan pepperoni pizza by entering at www.papajohns.com. From there, it's up to the quarterbacks competing in the big game to make every entrant a winner. If a quarterback representing either Pittsburgh or Seattle beats the championship game record of 85 yards for a touchdown pass, set just two years ago in Houston, all eligible entrants will win a free large pan pizza from Papa John's, redeemable online. Complete rules are available at www.papajohns.com/godeep85.

"The odds against completing an 86-plus yard pass for a touchdown this Sunday by either QB is 8 to 1 ... pretty decent odds," said Sheridan, whose exclusive odds appear daily in USA Today. "Much greater odds have been beaten, and much bigger upsets have occurred, when pro football's title is on the line."

"The GO DEEP Challenge continues to attract a lot of attention," commented Jim Ensign, vice president of marketing for Papa John's. "More than 175,000 fans registered during the first week of the promotion, and momentum continues to build as we get closer to the big game. We certainly hope the record is broken Sunday so we can treat America to our new Papa's Perfect Pan."

Headquartered in Louisville, Kentucky, Papa John's is the world's third largest pizza company. For six years running, consumers have rated Papa John's no. 1 in customer satisfaction among all national QSR 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.

SOURCE: Papa John's

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