



July 1, 2014

## **U.S. Soccer Team Plays for a Spot in the Quarter Finals and More Half-Price Papa John's Pizza**

*If the U.S. team scores twice Tuesday against Belgium, get 50% off all large pizzas on Wednesday, July 2, with Papa John's "Score Twice Half Price" promotion*

LOUISVILLE, Ky.--(BUSINESS WIRE)-- The excitement continues to build around the U.S. soccer team's chance to advance to the quarter finals with a win against Belgium today, and half-price pizza for America. If the U.S. team scores two goals like it has in two of its first three matches, Papa John's will offer 50% off all large pizzas on Wednesday, July 2, with its "Score Twice Half Price" promotion. Customers can redeem the offer online only at [www.papajohns.com](http://www.papajohns.com) by using the promo code: STHP.

"The entire country has caught soccer fever," said Bob Kraut, Papa John's chief marketing officer. "It has been exciting to see the nation cheer for America's best soccer players to bring home a victory and 50% off America's best quality pizza. We're hopeful they will be able to deliver both today against Belgium."

If the U.S. does score two goals, pizza fans can log on to [papajohns.com](http://papajohns.com) on Wednesday and get 50% off any large pizza. Papa John's uses only the finest quality ingredients on all its pizzas including fresh, never frozen, hand-tossed original dough, fresh packed sauce made from vine-ripened tomatoes that go from the vine to the can in approximately six hours, and cheese crafted from 100% mozzarella, and 100% real beef and pork that contain no fillers.

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third largest pizza delivery company. For 13 of the past 15 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 is the Official Pizza Sponsor of the National Football League and Super Bowl XLVIII. For more information about the company or to order pizza online, visit Papa John's at [www.papajohns.com](http://www.papajohns.com), visit us on Facebook at [www.facebook.com/PapaJohns](http://www.facebook.com/PapaJohns), or on Twitter at <http://twitter.com/PapaJohns>.

Papa John's International, Inc.  
Darryl Carr, 502-261-4318  
Director, Corporate Communications  
[Darryl\\_Carr@papajohns.com](mailto:Darryl_Carr@papajohns.com)

Source: Papa John's International, Inc.

News Provided by Acquire Media