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Papa John's Satisfies America's Sweet Tooth with Introduction of Papa's Sweettreats; Dessert Pizzas Satisfy Consumer Craving For Post-Pizza Sweets

LOUISVILLE, Ky., Jan 11, 2006 (BUSINESS WIRE) -- Papa John's (NASDAQ: PZZA), the world's third largest pizza company, is satisfying America's sweet tooth with some new tempting treats. The chain known for using "better ingredients" has introduced Papa's Sweettreats, personal dessert pizzas meant to satisfy that familiar post-pizza sweets craving, just in time for what researchers believe will be a rise in the sales of sweets this year.

Consumers are in fact demanding more sweets, according to Papa John's executives. The dessert pie performed very well in several test markets in 2005, resulting in the chain's decision to launch the product systemwide to more than 2,600 domestic Papa John's restaurants this month.

"We created Papa's Sweettreats in direct response to consumer demand," stated Catherine Hull, Papa John's Vice President of Strategy and Brand Marketing. "Many of our customers have told us they crave something sweet after enjoying the zesty taste of pizza, and many others who enjoy pizza in social situations wanted dessert as a fun and ideal way to top off their festive gatherings. Papa's Sweettreats meets that demand."

Papa's Sweettreats are baked on a six-inch personal sized pan crust using a unique sweet dough. Available flavors are Very Berry, Apple Twist or Cinna Swirl, each laced with a light icing. Papa's Sweettreats are priced at \$2.99 each (prices may vary per market), although during the month of January Papa John's restaurants nationwide are offering consumers a free Papa's Sweettreat with the purchase of a large two-topping pizza for \$11.99.

And Papa John's makes ordering easy. As the only national pizza chain with online ordering available from all of its restaurants, customers can view the entire menu, order at their own pace, and pay for their order directly at www.papajohns.com. Online customers can also take advantage of the chain's unique "plan ahead ordering" feature allowing them to place orders that are days or even weeks away. And those who always like the same pizza, sides and treats have it extra easy with the website's "repeat last order" function.

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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