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Papa John's CEO Nigel Travis to Address 1,000+ Marketers at ExactTarget Conference

Trailblazing Online, Text, and Mobile Web Ordering Technology

Breakthroughs Among Discussion Topics for Pizza Quality Leader

LOUISVILLE, Ky.--(BUSINESS WIRE)--Sept. 23, 2008--When it comes to "convenience innovation" technology, few restaurant companies can stack up alongside Papa John's pizza. The world's third-largest pizza company was the first national pizza brand to introduce online ordering at all of its U.S. restaurants in 2001. In 2007, they were again the first adopter, introducing ordering by text message from mobile phones. And most recently, Papa John's has launched mobile web ordering.

It is technology achievements and industry leadership moves like this that has led Papa John's president and chief executive officer, Nigel Travis, to be a keynote speaker at a Sept. 23 conference for ExactTarget. A leading provider of on-demand email marketing software solutions, ExactTarget's marketing applications enable clients to send business-critical and event triggered communications to increase sales, optimize marketing investments, and strengthen customer relationships.

"We're committed to making the experience with Papa John's as convenient and enjoyable for our customers as we can," said Travis. "That starts right with placing the order. We've come a long way since launching online ordering seven years ago, and we look forward to continuing to improve our model to fit the needs of today's mobile and digital consumer."

With every major technology advance, Papa John's has seen tremendous success.

- In May, Papa John's surpassed \$1 billion in cumulative online sales. In July, Papa John's introduced a downloadable suite of widgets that directly link customers to the www.papajohns.com for fast, convenient ordering, but also offers as many as 12 unique coupons everyday to its database.
- Online ordering now represents more than 20% of Papa John's sales.
- In August, Papa John's launched its Mobile Web ordering page, a slick ordering page developed specifically for "smartphone" users. The Papa John's Mobile Web page is the first and only in the industry to allow consumers to register, as well as order, right from their handheld device.

"Mobile Web ordering is exceeding our expectations and ramping up quickly," Travis said.

In the coming weeks, Papa John's will introduce a re-designed Web site with a new "look and feel," offering clean, uncluttered, and easier to access content. The new site will also consolidate all Papa John's corporate information including history, investor relations, career information, press releases, and community and franchise opportunities into one convenient location. Papa John's online international entities, including Papa John's United Kingdom, Papa John's Canada, and Papa John's Mexico, can also be directly accessed from the new site.

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third largest pizza company. For nine 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). Papa John's also ranks first among pizza companies in the 2008 Brand Keys Customer Loyalty Engagement Index, was honored by Restaurants & Institutions Magazine (R&I) with the 2008 Silver Award for Consumers' Choice in Chains in the pizza segment, 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.

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SOURCE: Papa John's International, Inc.