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``Man of Steel" Collectors Flock to Papa John's and Even eBay for Limited-Edition Superman Pan Pizza Box

LOUISVILLE, Ky.--(BUSINESS WIRE)--Dec. 11, 2006--Superman collectors across the country are clamoring to get their hands on the newest "Man of Steel" collectible...a pizza box...? Indeed - the limited-edition electric blue Superman Pan Pizza box, featuring "Superman Returns" star Brandon Routh, from Papa John's (NASDAQ: PZZA) is even showing up on auction sites like eBay.com.

But why pay upwards of \$35 for a pizza box at eBay when you can get the pizza box while supplies last - and the seven-topping Superman Pan Pizza - for just \$12.99 through Dec. 31 by calling Papa John's or logging on to www.papajohns.com? And while supplies last, all orders will also include a \$3 off instantly redeemable coupon for the just-released "Superman Returns" DVD.

And what makes the pizza itself so Super? Well, the Superman Pan Pizza is loaded with seven fresh toppings -- pepperoni, sausage, ham, onions, black olives, green peppers and mushrooms!

In addition, through Dec. 12, residents on Lois Lanes nationwide within a Papa John's delivery area are able to receive a free Superman Pan Pizza when they order online at www.papajohns.com. Papa John's is prepared to deliver more than 1,600 Superman Pan Pizzas to homes on Lois Lanes across the country, from San Francisco to Poughkeepsie, N.Y.! To date, nearly 20 percent of eligible Lois Lane households have redeemed their free Superman Pan Pizza.

On Tuesday, Nov. 28, Papa John's kicked off its Superman promotion with a launch event in Metropolis, IL (pop. 6,468), the adopted home of Superman. Residents of Metropolis attending the event were treated to free Superman Pan Pizza and a complimentary "Superman Returns" DVD. The day culminated with Noel Neill, the original actress to portray Superman's Lois Lane, taking the first bite of the Superman Pan Pizza.

"The Metropolis event confirmed that these eye-popping pizza boxes are a collector's item," said Bill Van Epps, Papa John's president, USA. "I saw people carrying away stacks of the empty boxes, and later that day we saw boxes being auctioned on eBay."

About Papa John's

Headquartered in Louisville, Kentucky, Papa John's is the world's third largest pizza company. For seven 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.

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