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How Does Papa John's Spell Mexico? Mushroom, EXtra Cheese, Italian Sausage, Chicken and Onion!

One of many 5-topping pizza combinations available with \$1.99 chickenstrips as pizza chain salutes Mexico's victory over the French on May 5, 1862

LOUISVILLE, Ky., May 02, 2008 (BUSINESS WIRE) -- This Cinco de Mayo, Papa John's is giving its customers a reason to say, "Viva Mexico!" No need to crack open a pinata for this deal - simply enter promo code "CINCO" online at www.papajohns.com from May 2 - 5 and get an order of chickenstrips for just \$1.99 when you order a large pizza with five toppings at regular menu price.

Often misunderstood as a celebration of Mexico's Independence Day, Cinco de Mayo actually commemorates the victory of the Mexican military - and ordinary citizens - over their French counterparts in the Battle of Puebla on May 5, 1862.

"If there's a party, pizza is almost always invited, and Cinco de Mayo celebrations are no exception," said Jim Ensign, vice president of marketing communications for Papa John's International, Inc. "Pizza really fits with any holiday or big event. And no matter your tastes, a five-topping pizza from Papa John's has you covered."

While pizza may be of Italian origin, there are several ways to throw a Mexican spin on America's favorite food and incorporate Papa John's into your party:

- Create your own circular, edible Mexican flag by tossing on some green peppers (green), mozzarella cheese (white) and pepperoni (red) to your pie.
- Spice up your pizza with Mexican-style toppings: fresh tomatoes, Jalapeno peppers, banana peppers and green peppers. And, of course, Papa John's trademark pepperoncinis on the side!
- Spell out MEXICO with your choice of Papa John's superior-quality toppings: Mushrooms, EXtra cheese, spicy Italian sausage, grilled Chicken and Onion.

And for those fiesta fans who want to get a jump start on their celebrations, Papa John's offers the perfect preparation plan: advance online ordering at www.papajohns.com. Simply log on to the Papa John's website, choose your favorite pizzas and side items, and specify the time of delivery or pick-up (up to three weeks in advance). In addition, the Papa John's online ordering site is available in Espanol.

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third largest pizza company. For eight 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 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.

SOURCE: Papa John's International, Inc.

Papa John's International, Inc.
Tish Muldoon
Director, Community & Public Relations
502-261-4987