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## **Pro-crust-inators Cash in on Papa John's Third Annual "1040" Tax Day Special**

Large, original crust pizza with up to three toppings just \$10.40 during final days of tax season

LOUISVILLE, Ky.--(BUSINESS WIRE)--April 10, 2008--Tax season is winding down, sending last-minute filers - dubbed "pro-crust-inators" by Papa John's - into a panic. That's why, for the third year in a row, Papa John's is offering customers a slice of tax relief with a "1040" online special: a large, original crust pizza with up to three toppings for just \$10.40.

From April 13 until April 15, everyone can get a tax break by simply entering the "1040" promotional code when placing their online orders at [www.papajohns.com](http://www.papajohns.com).

The online-only offer is especially convenient to the growing number of Americans who are choosing to file their taxes online. When Papa John's first introduced the 1040 special in 2006, more than 73 million people filed their taxes online, up seven percent from the year before, according to the Internal Revenue Service. The number of e-filers rose by nine percent the following year, when more than 79 million people submitted their returns online. And in 2008, the number of e-filers is already up six percent over last year.

"As the number of e-filers has risen the last few years, more than 30,000 Papa John's customers have redeemed our '1040' online offer," said Jim Ensign, vice president of marketing communications for Papa John's. "What customers like about our online filing is that it provides an immediate return."

While online filing may be convenient, it also encourages "pro-crust-ination." Last year, 36 million people waited until the final two weeks to file their tax return. Not to leave out the traditionalists, many Papa John's restaurants will feed free pizza to overworked postal workers and frazzled filers at local post offices across the country on Tuesday, April 15.

"Our customers have started expecting this special to roll around, just like the tax deadline," said Ensign. "Preparing your taxes can be a stressful and time-consuming task - getting a great-tasting, quality pizza from Papa John's is not. So let us worry about dinner and you worry about Uncle Sam."

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](http://www.papajohns.com).

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