



## **Papa John's Partners with Nintendo to Give Away 300 Wii Sports Resort™ Prize Packages in November**

***Customers May Enter the Wii Sports Resort™ Sweepstakes at [www.papajohns.com](http://www.papajohns.com).***

LOUISVILLE, Ky., Nov 05, 2009 (BUSINESS WIRE) -- Every November, lines wrap around retailers on Black Friday with eager shoppers hoping to get their hands on the most coveted holiday gift: a Wii™ system. But this year, Papa John's and Nintendo are inviting customers to rest easy the day after Thanksgiving...by giving away 300 free Wii Sports Resort™ prize packages in November.

Continuing until Sunday, November 29, customers at [www.papajohns.com](http://www.papajohns.com) may enter the Papa John's Wii Sports Resort Sweepstakes for a chance to win one of 300 Wii Sports Resort prize packages, which includes a Wii(TM) system, Wii Sports Resort(TM) video game, Wii Remote(TM) controller, Nunchuk(TM) controller and Wii MotionPlus(TM) accessory (an approximate retail value of \$330). No purchase is necessary, and customers may enter up to five times a day. Winners will be notified weekly and the official rules are available at [www.papajohns.com](http://www.papajohns.com).

"Family game night is more fun when Papa's in the House with Wii Sports Resort," said Papa John's Chief Marketing Officer, Andrew Varga. "Wii is at the top of holiday wish lists, which is why Papa John's is especially excited to partner with Nintendo this month."

"Christmas came early for Papa John's founder, John Schnatter, this summer when he recovered the beloved 1971 Z28 Camaro he sold to keep his dad's tavern afloat and open his first Papa John's restaurant," continued Varga. "The same will be true for our 300 Wii Sports Resort Sweepstakes winners in November."

The Papa John's Wii(TM) Sports Resort Sweepstakes closes Sunday, Nov. 29. To learn more about the sweepstakes, visit [www.papajohns.com/wiisportsresort](http://www.papajohns.com/wiisportsresort).

### **About Papa John's**

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third largest pizza company. For nine of the last 10 years, 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](http://www.papajohns.com).

SOURCE: Papa John's International, Inc.

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