



## **Papa John's Partners with Paramount Home Entertainment to Promote DVD and Blu-ray Release of TRANSFORMERS: Revenge of the Fallen**

### ***Three-Topping, XL Pizza in Collectible TRANSFORMERS Box for Only \$11.99***

LOUISVILLE, Ky., Oct 08, 2009 (BUSINESS WIRE) -- This fall, Papa John's has partnered with Paramount Home Entertainment to bring movie lovers a mega deal surrounding the DVD and Blu-ray release of the summer blockbuster *TRANSFORMERS: Revenge of the Fallen*.

Through November 1, Papa John's will offer customers its Mega XL Pizza - delivered in a specially designed TRANSFORMERS pizza box while supplies last - with up to three toppings for only \$11.99, along with a coupon worth \$3 off the purchase of the *TRANSFORMERS: Revenge of the Fallen* DVD (available in stores on Tuesday, Oct. 20).

"As the temperatures cool down, there's nothing better than a night at home with dinner and a movie, which is why Papa John's is making it easier for our customers to purchase the hottest DVD on the shelves," said Jim Ensign, Papa John's vice president of marketing communications. "Our Mega XL Pizza will feed the whole family while the coupon to purchase *TRANSFORMERS: Revenge of the Fallen* ensures a great evening of entertainment."

With more action and more thrills, *TRANSFORMERS: Revenge of the Fallen* captivated audiences to become the #1 movie of the year in North America. From director Michael Bay and executive producer Steven Spielberg, in association with Hasbro, *TRANSFORMERS: Revenge of the Fallen* delivers non-stop action and fun in an all-new adventure. Featuring out-of-this-world heroes in the form of the mighty AUTOBOTS and a malevolent and powerful villain known as THE FALLEN, the film boasts some of the most sensational--and complex--visual effects in film history set against the backdrop of spectacular locations around the world. In addition to audience favorites OPTIMUS PRIME and BUMBLEBEE, the film's human stars have returned to help save the world including Shia LaBeouf, Megan Fox, Josh Duhamel, Tyrese Gibson and John Turturro.

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).

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6068772&lang=en>

SOURCE: Papa John's International, Inc.

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