



More Than 20,000 Papa John's Drivers to Deliver 900,000 Pizzas on Halloween Night

Pizza company kicks off Facebook costume contest as part of second busiest night of the year celebration

LOUISVILLE, Ky., Oct 28, 2009 (BUSINESS WIRE) -- While the National Retail Federation predicts a drop in Halloween costume and candy sales this year, [Papa John's](#) is anything but scared, anticipating a big night for the pizza industry on what is consistently one of the busiest nights of the year (right up there with football's "Big Game" and the night before Thanksgiving).

On hand to help with the influx of pizza orders: More than 70,000 Papa John's employees, including 20,000 drivers - double the average number on a Saturday night - to dish up and deliver the more than 900,000 pizzas expected to be sold this Halloween.

With so much pizza and so many drivers knocking on the door, Papa John's is inviting customers to post photos of themselves in Halloween costumes - holding a Papa John's pizza box or standing with a company delivery driver - on the [Papa John's Facebook Page](#) for a chance to be randomly selected as one of five Papa John's "Fans of the Week" and receive a \$50 Papa Card.

To feed all these hungry goblins and superheroes, Papa John's current Mega XL pizza special can feed the entire family with ten slices and up to three toppings for just \$11.99. The pizza is delivered in a specially-designed TRANSFORMERS box, along with a coupon worth \$3 off the purchase of the [TRANSFORMERS: Revenge of the Fallen](#) DVD.

"Cutting corners in a down economy doesn't mean you have to cut the fun," said Andrew Varga, Papa John's chief marketing officer. "Whether your little ones dress up as Optimus Prime or a princess, we want to make sure that he or she will be well-fed before or even after trick or treating -- that's why we offer plan-ahead ordering at [www.papajohns.com](#)."

And there are always a few missing Papa John's uniforms about this time each year. Yes, it is true. Pizza delivery driver is a popular Halloween costume.

"We consider them fans of the year," added Varga. "Each year in every market, a number of customers dress as Papa John's delivery drivers for Halloween. We are happy to oblige, as they're the ultimate brand ambassadors."

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](#).

SOURCE: Papa John's International, Inc.

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