



February 23, 2017

Papa John's Celebrates Pizza Fans Everywhere with Limited-Time Papa Rewards Perks

Pizza brand announces double points days, surprise bonus point drop and free pizza rewards

LOUISVILLE, Ky.--(BUSINESS WIRE)-- To celebrate pizza fans, Papa John's International (NASDAQ: PZZA) is making its industry-first Papa Rewards loyalty program even better with three new limited-time offers for newly enrolled and existing Papa Rewards members: double points on online purchases, a surprise bonus point drop, and bonus points for spending \$15 or more.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20170223005963/en/>



"With Papa Rewards Perks, you can score big with three new ways to receive and redeem Papa Rewards bonus points," said Robert Thompson, SVP of Marketing at Papa John's. "Simply go online to www.papajohns.com to enroll and receive your loyalty bonuses."

Double Point Days: From Thursday, February 23 through Sunday, February 26, all Papa Rewards members will earn double points for their online purchases. Members will receive two points for every \$5 spent.

Bonus Points Drop: Papa Rewards members will receive an unexpected 10-point bonus code with an immediate opportunity to redeem for menu items. Non-members who redeemed the code will be auto-enrolled and receive an enrollment

bonus. Points are redeemable Thursday, March 2 through Sunday, March 5.

Pizza Rewards & More: Papa Rewards members who spend \$15 or more from Saturday, March 11 through Tuesday, April 4 will receive 25 Papa Rewards bonus points. Points received will be available to use starting Sunday, March 12 through Sunday, April 16 and can be redeemed for free pizza or a variety of other menu items. Enter promo code: SWISH.

Consumers can [join Papa Rewards online](http://www.papajohns.com) and enjoy more perks, like a Birthday Bonus, choices and rewards, like sides and desserts for just 10 points. Newly enrolled and existing Papa Rewards members who visit the web site can also explore a new personal dashboard experience which makes it simple to manage rewards, favorites, past orders and profile details. Order online at www.papajohns.com, through Papa John's mobile ordering app for iPhone and Android devices, or through the Apple TV app.

About Papa John's

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third-largest pizza delivery company. For 15 of the past 17 years, consumers have rated Papa John's No. 1 in customer satisfaction among all national pizza chains in the American Customer Satisfaction Index (ACSI). Papa John's is the Official Pizza Sponsor of the

National Football League, the Official Pizza of Major League Baseball and the Official Pizza Partner of the National Hot Rod Association (NHRA). For more information about the company or to order pizza online, visit Papa John's at www.papajohns.com. Also visit us on Facebook at www.facebook.com/PapaJohns, Twitter at <http://twitter.com/PapaJohns>, YouTube at www.youtube.com/user/papajohns, Instagram at instagram.com/papajohns, and Pinterest at www.pinterest.com/papajohnspizza. Looking to be a part of something Better? Join the Papa John's Pizza Family at www.papajohns.com/careers/ and www.papajohns.com/franchise.

View source version on businesswire.com: <http://www.businesswire.com/news/home/20170223005963/en/>

Papa John's International, Inc.
Peter Collins, 502-261-4233
Senior Director, Public Relations
peter_collins@papajohns.com

Source: Papa John's International, Inc.

News Provided by Acquire Media