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Papa John's International and PepsiCo Extend and Expand Global Beverage Partnership

Pepsi Beverages Now Available at Papa John's Locations in 28 Countries

WHITE PLAINS, N.Y. & LOUISVILLE, Ky.--(BUSINESS WIRE)-- Papa John's International and PepsiCo Foodservice today announced a multi-year beverage contract renewal in the United States and a global expansion of the partnership in eight countries throughout Europe, the Middle East and Central America.

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

<http://www.businesswire.com/news/home/20170427005577/en/>

"Continued international growth is a top priority for Papa John's. Late last year we reached a milestone few in the restaurant category have reached - 5,000 restaurants including over 1,600 international locations in 45 countries and territories," said Sean Muldoon, Chief Ingredient Officer, Papa John's International. "Extending our partnership with PepsiCo will continue to help strengthen and expand our global brand presence and quality product offerings throughout the world."

The renewal builds upon a strong existing relationship between Papa John's and PepsiCo in their respective roles as the Official Pizza Sponsor and the Official Soft Drink Sponsor of the NFL, which has been grounded in exciting consumer promotions and high-profile activations such as:

- | 'Halftime of a Lifetime' promotion during Super Bowl LI gave consumers once-in-a-lifetime experiences around the Pepsi Zero Sugar Halftime Show.
- | In 2012, Papa John's announced the 'Coin Toss Experience' which gave consumers a free large one-topping pizza and 2-L Pepsi MAX if America correctly called the Super Bowl coin toss.

"It's a privilege to be Papa John's' global beverage provider and we are thrilled for the opportunity to expand our relationship with such a valued partner," said Anne Fink, President, PepsiCo Foodservice. "We look forward to continuing to raise the bar around our shared NFL relationship and we're excited to support Papa John's as they strive to meet growing preferences for variety and quality by offering some of PepsiCo's next-generation beverages in-store."

About PepsiCo:

PepsiCo products are enjoyed by consumers one billion times a day in more than 200 countries and territories around the world. PepsiCo generated more than \$63 billion in net revenue in 2015, driven by a complementary food and beverage portfolio that includes Frito-Lay, Gatorade, Pepsi-Cola, Quaker and Tropicana. PepsiCo's product portfolio includes a wide range of enjoyable foods and beverages, including 22 brands that generate more than \$1 billion each in estimated annual retail sales.

At the heart of PepsiCo is Performance with Purpose - our fundamental belief that the success of our company is inextricably linked to the sustainability of the world around. We believe that continuously improving the products we sell, operating responsibly to protect our planet and empowering people around the world is what enables PepsiCo to run a successful global company that creates long-term value for society and our shareholders. For more information, visit www.pepsico.com.

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.

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