



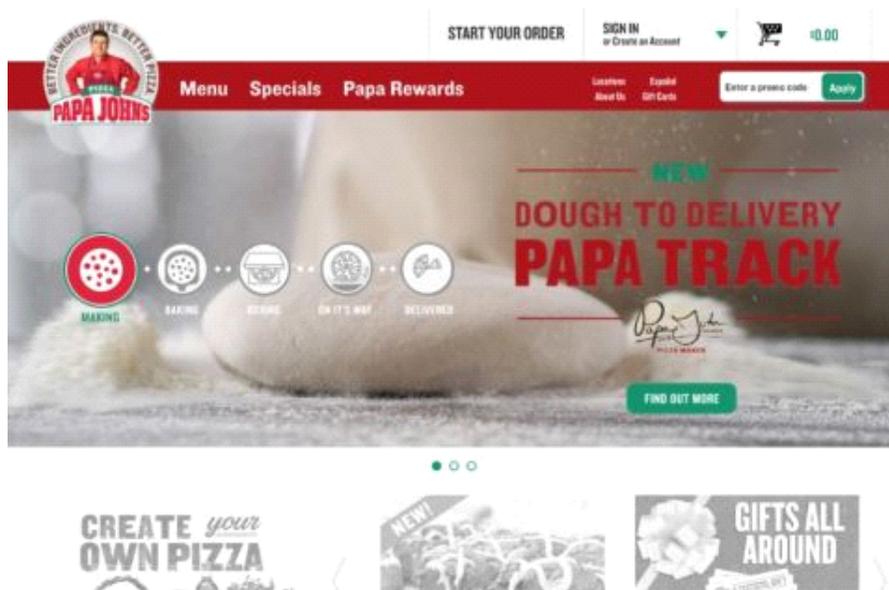
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## Papa John's Establishes Itself as Alternative Payments Leader Among National Pizza Chains and Releases New Pizza Tracker

*The pizza brand announces the addition of PayPal to its growing list of digital payment options and the release of Papa Track*

LOUISVILLE, Ky.--(BUSINESS WIRE)-- Papa John's International (NASDAQ: PZZA) has reinforced its commitment to providing a *better* customer experience with enhancements to its digital ordering process. Today, the brand announced the addition of PayPal as a digital payment option, and the introduction of *Papa Track* - a digital pizza tracker that allows customers to follow the pizza process from the oven to delivery.

This Smart News Release features multimedia. View the full release here:  
<http://www.businesswire.com/news/home/20170309005844/en/>



Papa John's has made significant investments in digital innovation, customer experience and staffing. Over the past year, Papa John's has increased and enhanced its tech staff, including the appointment of its first Chief Information and Digital Officer (CIDO), Mike Nettles.

"When it comes to technology and innovation, we are committed to improvements that positively affect the customer experience," said Nettles. "We prioritized and invested in additional digital payment options and the development of Papa Track to provide consumers with a seamless experience, from ordering and paying for their pizza to tracking that order to delivery."

### Most Alternative Payment Options

The addition of PayPal further cements Papa John's leadership position as the

Papa Track allows customers to see the pizza process through each step: making, baking, boxing, on its way, and delivered. (Photo: Business Wire)

national pizza brand with the *most* payment choices. Why does "most" matter? The suite of payment options proves Papa John's commitment to creating a "better" experience for its customers—whether that's with high-quality ingredient innovations or an easier, faster checkout. Pizza lovers can [customize their purchase experience from pizza to payment](#) as easily as they can tap their fingers, choosing between options and platforms such as PayPal, Visa Checkout and PayShare powered by Venmo.

### New Papa Track Technology

Pizza your way, payment your way, and now customers can track their order *all the way* to delivery with Papa Track. Papa Track allows customers to see the pizza process through each step: *making, baking, boxing, on its way, and delivered*. Developed with customers in mind, Papa Track displays the estimated delivery time, is simple to use and available directly at [www.papajohns.com](http://www.papajohns.com).

For customers looking to proclaim their love for Papa John's pizza while they wait, Papa Track includes an option to share customized Papa John's memes and gifs on their own social channels or with family or friends to receive a code for 25 percent off their next online order.

### **Continued Improvement of Customer Experience**

Papa John's is focused on developing a seamless digital experience through its ongoing investments in technology and innovation, and customers are taking notice. Papa John's was recently named a [2017 Chain Restaurant Consumers' Choice Award Winner](#) in the QSR category for "Use of Technology Improves the Experience."

Papa John's is proud of this accomplishment, but is no stranger to industry firsts; the brand was the first national pizza chain to:

- | offer digital ordering at all U.S. delivery restaurants (2001)
- | deploy system wide mobile ordering with SMS text (2007)
- | launch a nationwide digital rewards program, Papa Rewards (2010)
- | offer gift cards that can be used on mobile devices.

And, at the end of 2016, more than 55 percent of the brand's domestic pizza sales came from online orders.

Let Papa John's make it easier to order pizza for any celebration, and choose the payment option that works best for you. Order online at [www.papajohns.com](http://www.papajohns.com), through Papa John's mobile ordering app for iPhone and Android devices, or through the new 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](http://www.papajohns.com). Also visit us on Facebook at [www.facebook.com/PapaJohns](http://www.facebook.com/PapaJohns), Twitter at <http://twitter.com/PapaJohns>, YouTube at [www.youtube.com/user/papajohns](http://www.youtube.com/user/papajohns), Instagram at [instagram.com/papajohns](http://instagram.com/papajohns), and Pinterest at [www.pinterest.com/papajohnspizza](http://www.pinterest.com/papajohnspizza). Looking to be a part of something Better? Join the Papa John's Pizza Family at [www.papajohns.com/careers/](http://www.papajohns.com/careers/) and [www.papajohns.com/franchise](http://www.papajohns.com/franchise)

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