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Papa John's Donating \$1 Per Pizza Order Today to Sandy Relief

All Proceeds Going to the American Red Cross in Partnership with University of Kentucky Basketball Coach John Calipari's Telethon

LOUISVILLE, Ky.--(BUSINESS WIRE)-- Papa John's announced today that it is donating \$1 for pizza orders today (Wednesday) to the American Red Cross as part of its ongoing commitment to support humanitarian relief efforts related to Superstorm Sandy.

Papa John's donations are in partnership with University of Kentucky basketball coach John Calipari, who along with his players is hosting a telethon Wednesday to benefit victims of the storm. The Wildcats open their 2012-13 regular season — and defense of their 2012 NCAA championship — Friday in Brooklyn, N.Y., against the University of Maryland.

The telethon will air from 7 to 9 p.m. on WKYT in Lexington, Ky., and on all UK/IMG network affiliates throughout the state, with all proceeds going to the American Red Cross.

Papa John's has been working with the American Red Cross throughout Sandy's aftermath, including placing a mobile pizza unit in Deer Park, N.Y., on Long Island, providing 200 pizzas per hour for emergency responders, volunteers and people displaced and affected by Sandy. Also, Papa John's continues to provide a link to the American Red Cross (www.redcross.org) for donations at www.papajohns.com.

"As a brand, as a company, and as individuals, we live and breathe quality every day. It is in our DNA to always strive to be better, including giving back to those in need," said John Schnatter, Founder, Chairman and CEO of Papa John's. "This storm has devastated many, many lives, including those in the Papa John's family. Coach Cal is part of the Papa John's family; I'm proud that he is doing the telethon and partnering with us on this relief effort."

"Basketball is important, but what we're doing with the telethon is bigger, and our student-athletes understand that, and so does my friend John Schnatter," Calipari said. "We're going to raise a lot of money that will help many people who urgently need all kinds of assistance."

Calipari and Schnatter will present a check to the American Red Cross for the money raised by today's pizza sales and the telethon prior to tipoff of Friday's nationally televised Kentucky-Maryland game at The Barclays Center in Brooklyn.

About Papa John's

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third largest pizza company. For 11 of the past 13 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 also earned the 2012 Harris Poll EquiTrend® Pizza Brand of the Year. Papa John's is the Official Pizza Sponsor of the National Football League and Super Bowl XLVII. For more information about the company or to order pizza online, visit Papa John's at www.papajohns.com.

Papa John's International, Inc.

Tish Muldoon, 502-261-4987
Senior Director, Public Relations
tish_muldoon@papajohns.com

Source: Papa John's International, Inc.

