

Pizza Today®

NEWS RELEASE

**Contact: Jeremy White, Pizza Today, (502) 736-9500;
Chris Sternberg, Papa John's Pizza, (502) 261-4934**

FOR IMMEDIATE RELEASE

PAPA JOHN'S NAMED PIZZA CHAIN OF THE YEAR

Louisville, Ky., July 5, 2007 — Papa John's Pizza (NASDAQ: PZZA) picked up a coveted award today when it was named the "2007 Pizza Chain of the Year" by the leading publication of the \$33 billion pizza industry. Pizza Today® chose Papa John's for its recent financial performance and leadership, among other things, said the magazine's Editor-in-Chief, Jeremy White.

"It is my pleasure to announce Papa John's as our most recent Chain of the Year," White said. "The company is a truly remarkable success story. It had a meteoric rise from humble beginnings thanks to the drive of its founder, John Schnatter. More recently, though, Papa John's fell on tough times and it took a new approach and strong leadership from Schnatter — and then CEO Nigel Travis — to reverse slumping sales."

White said Papa John's returned to its roots by emphasizing quality in its advertising, yet also managed to expand its philosophy by adding several new products, something the company had resisted in the past. In 2005 and 2006, Papa John's enjoyed 22 consecutive months of positive comps. For the first quarter of 2007, the company reported a 0.2 percent sales increase.

"At first glance, that first-quarter number may seem insignificant or even troubling," said White. "But that isn't the case. Papa John's primary competitors went backwards in the same quarter, and the industry as a whole took some lumps. Compared to some of the other major players, any growth at all was good news."

Papa John's hasn't yet released 2007 second-quarter results.

The July issue of Pizza Today, which was released earlier this week, features Schnatter on the cover and details the company's recent success and future plans in a 13-page spread.

"It's the largest Chain of the Year package we've done to date," said White. "There's so much going on with Papa John's right now. Most years, we whittle it down to a handful of Chain of the Year candidates and often have a difficult time choosing one. Often, a winner emerges via a split-decision. Making this year's selection was easier than it has ever been. Papa John's was not only the clear choice, but the only choice. It didn't take us too long to figure that out."

Based in Louisville, Ky., Papa John's Pizza has 3,054 stores worldwide. Last year, the company reported \$1.78 billion in gross sales. Papa John's is the industry's

third-largest pizza chain (behind Pizza Hut and Domino's Pizza), with a market share of 5.4 percent.

Pizza Today was launched in 1982. It has 42,000 subscribers. Past Chain of the Year recipients are: Papa Murphy's Take 'N' Bake Pizza (2001), CiCi's Pizza (2002), Domino's Pizza (2003), Hungry Howie's Pizza (2004), LaRosa's Pizzeria (2005) and Papa Murphy's Take 'N' Bake Pizza (2006, the only two-time winner to date).

###