

Papa John's to offer instantly redeemable \$3 off coupon for the Superman Returns DVD, available in stores Nov. 28

LOUISVILLE, Ky.--(BUSINESS WIRE)--Nov. 27, 2006--It's a bird! It's a plane! It's the Superman Pan Pizza from Papa John's (NASDAQ: PZZA)! Beginning Nov. 28, customers can purchase the new limited-time offer Papa John's Superman Pan Pizza for only \$12.99, and while supplies last all orders will include a \$3 off instantly redeemable coupon for the just-released "Superman Returns" DVD. In addition, residents on Lois Lanes nationwide within a Papa John's delivery area will receive a free Superman Pan Pizza when they order online at www.papajohns.com through Dec. 12.

Papa John's will kick off its Superman promotion with a launch event Tuesday, Nov. 28, 11:30 am to 1 pm CST in Metropolis, IL (pop. 6,468), the adopted home of Superman. Residents of Metropolis attending the event will be treated to free Superman Pan Pizza, with Noel Neill, the original actress to portray Superman's Lois Lane, on hand to accept the first slice. Those attending the event will also be treated to the new Superman Returns DVD, while supplies last.

"We're very pleased to partner with Warner Bros. this holiday season to offer our customers an exclusive deal on the Superman Returns DVD," said Bill Van Epps, Papa John's president, USA. "And we can't think of a better place to celebrate this partnership than in Metropolis. After all, who better for Superman to share his pizza with than Lois Lane and the residents of his adopted hometown?"

And what makes the pizza itself so Super? Well, the Superman Pan pizza is loaded with seven fresh toppings, including pepperoni, sausage, ham, onions, black olives, green peppers and mushrooms! It will come delivered in a uniquely designed electric blue pizza box featuring "Superman Returns" lead Brandon Routh. It'll be the next "gotta have it" collector's item for Superman fans worldwide.

To accommodate the hundreds of fans expected in Metropolis, Papa John's will even roll a new restaurant into town - in the form of a mobile kitchen stationed in the middle of

"Superman Square." The kitchen will be busier than a New York City deli at lunchtime, as Papa John's team members prepare, bake and serve more than 1,000 slices of the new pie.

Also beginning Nov. 28 (through Dec. 12), households on Lois Lanes nationwide are eligible to receive a free Superman Pan Pizza when they order online at www.papajohns.com. Papa John's is prepared to deliver more than 1,600 Superman Pan Pizzas to homes on Lois Lanes across the country, from San Francisco to Poughkeepsie, N.Y.!

Tuesday's festivities in Metropolis' "Superman Square" will include:

- * Special delivery of the Superman Pan Pizza to Noel Neill, who played Lois Lane in the 1948 serial "Superman" and is best known for playing Lois Lane in the TV series "The Adventures of Superman" in 1953

- * Autograph session with Neill, who has a cameo in the Superman Returns DVD as Gertrude Vanderworth

- * Superman and Clark Kent costume contests for the chance to win a year's supply of Papa John's pizza

Fans who attend the event in Metropolis will receive the following, courtesy of Papa John's:

- * Samples of the Papa John's Superman Pan Pizza
- * "Superman Returns" DVD (while supplies last)
- * Collector's edition Superman Pan Pizza box

