

# Papa John's Pizza secures multi-year deal as Official Pizza Sponsor Of National Football League In Canada

*Deal grants Papa John's category exclusivity, rights to use NFL logos and trademarks in marketing and advertising throughout the country*

LOUISVILLE, KY, Oct. 20, 2011 /CNW/ - Papa John's International (NASDAQ: PZZA) and the National Football League today announced that the pizza company known for its "Better Ingredients, Better Pizza" is now the Official Pizza Sponsor of the NFL in Canada.

The multi-year deal expands Papa John's official sponsorship of the NFL and the Super Bowl beyond the borders of the United States. In 2010, Papa John's signed an agreement through the 2012 season to be the Official Pizza Sponsor of the NFL and Super Bowls XLV, XLVI and XLVII. That deal was the largest in Papa John's history and includes category exclusivity among delivery and carryout pizza brands.

The official sponsorship with the NFL in Canada is effective immediately and includes providing Papa John's category exclusivity and rights to use NFL and club logos and trademarks in marketing and advertising. Papa John's currently franchises 53 restaurants throughout Canada.

"The National Football League is growing in Canada, and so is Papa John's, and that makes this deal a win-win-win: for the NFL, Papa John's and our customers," said Andrew Varga, Papa John's chief marketing officer. "Papa John's, our franchises and our customers in the United States have benefitted greatly from our sponsorship of the NFL, and we're confident that expanding our official sponsor status to include Canada will score big for our brand and customers in there."

The NFL has steadily grown its fan base in Canada, including playing preseason and regular season games in the country, the most recent being part of an eight-game series featuring Buffalo, which will host the Washington Redskins on Oct. 30 at Rogers Centre in Toronto.

In addition to being the Official Pizza Sponsor of the NFL in the United States, Canada, Mexico and the United Kingdom, Papa John's is the Official Pizza of the Arizona Cardinals, Atlanta Falcons, Baltimore Ravens, Dallas Cowboys, Houston Texans, Indianapolis Colts, Miami Dolphins, New York Giants, New York Jets, Philadelphia Eagles, Seattle Seahawks, St. Louis Rams, Tennessee Titans and Washington Redskins.

Headquartered in Louisville, Ky. (USA), Papa John's International, Inc. (NASDAQ: PZZA) is the world's third largest pizza company. For 10 of the past 12 years, Americans 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 was honored by Restaurants & Institutions Magazine (R&I) with the 2009 Gold Award for Consumers' Choice in Chains in the pizza segment. Papa John's is the Official Pizza Sponsor

of the National Football League and Super Bowl XLV, XLVI and XLVII. For more information about the company or to order pizza online, visit Papa John's at [www.papajohns.com](http://www.papajohns.com).

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