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PAPA JOHN'S OPENS FIRST CASINO-BASED FRANCHISE OPERATION AT JACKPOT JUNCTION CASINO IN MINNESOTA

FOR IMMEDIATE RELEASE (New Orleans, Louisiana)

Innovation Food & Beverage, an affiliate of The Innovation Group of Companies, is pleased to announce that Papa John's has opened its first casino-based franchise operation at Jackpot Junction in Morton, Minn. Strategically located at the entrance of the property in the Oyate convenience store location, the Papa John's will service both the casino and hotel guests at the casino resort.

"Papa John's is thrilled to have its first location open on a casino property," said Joe Smith, Papa John's Vice President of Development. "We hope this paves the way for more expansion into the market and proves that Papa John's can become a value-added resource to a casino's food and beverage program. The casino market is important to the growth strategy of non-traditional Papa John's locations and we are excited to explore other development opportunities."

Said Michael Soll, President of The Innovation Group of Companies, about the new opening, "Innovation Food and Beverage has worked hard with Papa John's over the past 18 months to source a franchise agreement with a host casino. It is great to see this hard work pay off for our client, Papa John's, as well as for the host casino. We believe that branded quick service franchise restaurants are a great way for casinos to diversify their economic goals while also bringing a proven concept to the food and beverage program."

The first location is often the hardest to get and it is nice to get this one under their belt. David Rittvo, Director of Innovation Food & Beverage, said, "Papa John's is a great partner for Native American casinos and respects the intricacies of working with Tribes and Sovereignty. Now that Papa John's has this deal completed, they are anxious to explore other opportunities and grow the brand in the casino market."

ABOUT THE FIRMS

Papa John's International, Inc.

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third largest pizza company. For 10 of the past 12 years, consumers have rated Papa John's number one 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 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.

Innovation Food & Beverage

Innovation Food & Beverage is an affiliate of The Innovation Group of Companies, an organization offering a full spectrum of advisory, financial, development, marketing and management services to the gaming, entertainment and hospitality industries: The Innovation Group is a consultation firm, Innovation Capital finances and advises, Innovation Project Development coordinates build-outs, Innovation Marketing Services helps position clients and Innovation Management Services oversees operations. Innovation Food & Beverage became our sixth affiliate when it was formalized in 2009.

The strength of The Innovation Group of Companies team lies in the extensive experience and market-awareness of our personnel. We offer multi-disciplinary leaders with blended experience gained from roles as both senior operational managers and global/national industry advisors. Together, these strengths provide us with an understanding of today's market dynamics, including an intimate understanding of both the macro and micro opportunities and challenges facing our key industries.

The Innovation affiliates have been behind the scenes of many of the world's largest gaming, entertainment and hospitality developments, and our client list includes the most successful operators. Public and private owners, more than 100 Native American Tribes, government agencies, developers, financial institutions, professional associations and private equity investors have all benefitted from our expertise. As a result, we have collectively worked in more than 100 major entertainment jurisdictions, and have been associated with nearly \$60 billion in investment decisions specific to our target industries.

Notably, our affiliate, Innovation Capital, announced on July 5, 2011 that David W. Hill was appointed as Managing Director to lead the firm's restaurant and consumer retail practice. During his more than 20 year career, Mr. Hill has advised on transactions in the mid-market, restaurant and consumer retail segments, aggregating over \$1.8 billion of transaction value.

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