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INNOVATION FOOD & BEVERAGE TO REPRESENT PAPA JOHN'S NON-TRADITIONAL OPERATIONS

July 28, 2011 - FOR IMMEDIATE RELEASE (New Orleans, Louisiana)

Innovation Food & Beverage, an affiliate of The Innovation Group of Companies, announced today that it will be representing Papa John's Non-Traditional domestic operations, a division of Papa John's International, Inc., as the pizza chain applies its growth strategy to the casino and entertainment resort market.

"As casinos look to diversify their food and beverage options and cater to changing consumer demands, Papa John's can provide a turnkey solution. The Papa John's franchise model allows casinos to control both the bottom line and customer experience while providing high-quality food product to its customers," said Michael Soll, Executive Vice President of The Innovation Group of Companies. "Papa John's is a proven leader in its market segment and will bring an added dimension and demand driver to select casinos and entertainment resorts."

"Papa John's has been looking for strong growth markets and casinos present a very interesting opportunity for the company, particularly due to our franchise model. To have the ability to utilize the expertise, network and reach of The Innovation Group of Companies we believe will be invaluable to help us achieve our goals," said Joe Smith, Vice President of Non-Traditional Development at Papa John's.

The timing of the Innovation agreement with Papa John's is strategic, as it helps position Papa John's to compete in the growing quick service and grab-and-go segments of casinos food and beverage programs.

"Consumer demands are changing and there is a strong emphasis on the price to value relationship. For consumers, we believe Papa John's quality offerings provide the strong balance between these two ideals" said David Rittvo, Director of Innovation Food & Beverage. "From the operator's perspective, a Papa John's franchise can drive new revenue sources to the food and beverage department of a casino and/or resort, while helping increase an efficient bottom line."

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 No. 1 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.

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 to consult; Innovation Capital to finance and advise; Innovation Project Development to coordinate build-out; Innovation Marketing Services to position; and Innovation Management Services to operate. Innovation Food & Beverage became the organization's sixth entity when it was formalized in 2009.

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