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PRESS RELEASE

WORLDWIDE PAPA'S ANNOUNCES NEW EXECUTIVE TEAM MEMBER

Steven G. Kendall named as Worldwide Papa's Chief Operating Officer and Vice President of Finance

LONDON– January 19, 2012 -- [WorldWide Papa's, Plc](#) (FSE: 1PJ.F), the exclusive area developer of [Papa John's International, Inc.](#) restaurants in St. Petersburg and the Leningrad region of Russia, announces the appointment of Steven G. Kendall as its new Chief Operating Officer and Vice President of Finance. In this capacity Mr. Kendall will have responsibility for all financial results, corporate operations and the business development strategies of the company.

Mr. Kendall, who has done business in Russia since 1994, has broad-based financial experience and joins WorldWide Papa's from Yum! Brands (NYSE: [YUM](#)), the world's largest restaurant company. While at Yum! Mr. Kendall was the company's in-country representative during its acquisition of the Rostik's-KFC chain in 2010 from Rosinter Restaurants Holding (RTS: [ROST](#)), Russia's largest restaurant company. During that period, Mr. Kendall led the financial planning function of the business unit and served as the Interim Controller of this 150+ restaurant chain during the critical post-acquisition integration period. While in Russia, he worked with internal accounting staff, Rosinter, and Ernst & Young to complete a review of Rostik's financial results prior to deal close which determined the valuation. Post acquisition, he developed and implemented the division's new authorization policy and procedures covering all business contracts and Rostik's tender process. Prior to joining Yum!, Mr. Kendall spent 14 years at companies such as Fisher Scientific and FMC corporations in roles of increasing responsibility, including Director of Finance and Controller. He is fluent in Russian and is a native of the Ukraine.

"We are extremely fortunate to bring an executive with Steve's depth of financial experience and international business expertise to our senior executive team," said Darrin J. Stock, Founder and Chief Executive Officer of Worldwide Papa's. "Steve is as passionate about growing the business as our operations team in Russia. In Steve we have found someone who is not only fluent in Russian and knowledgeable of local cultures, but also someone with a proven track record in finance and international business within the Russian restaurant industry."

Mr. Kendall said, "I am thrilled to join the management team at WorldWide Papa's on the cusp of this exciting, rapid growth period for the company. With my extensive background in the Russian market and with a rapidly growing St. Petersburg economy, I am confident that the proven premium Papa John's brand will make 2012 another breakthrough year for the company."

Mr. Kendall holds a bachelor's degree in International Relations from Northwestern University and a master's degree in business administration from Duke University's Fuqua School of Business.

About WorldWide Papa's

WorldWide Papa's, Plc is an international management company, formed in 2004, with exclusive area development rights to [Papa John's International, Inc.](#) restaurants in St. Petersburg, Russia and the Leningrad region. WorldWide Papa's opened its first Papa John's restaurant in St. Petersburg in 2005. The company currently operates seven restaurants in the region, with plans in place for the expansion of reaching a total of 40 restaurants by 2014. Papa John's restaurants in St. Petersburg were recognized in 2010 and 2011 as the winning establishment in a local pizza taste-test competition, named as having the best pizza against two leading competitors in the market. For more information about WorldWide Papa's visit <http://www.worldwidepapas.com>.

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