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PRESS RELEASE

WorldWide Papa's Serves Up One Million Pizzas

Papa John's Pizza Restaurants in St. Petersburg Hits Major Milestone Reaching One Million Pizzas Served

LONDON – December 21, 2011 -- [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, today announced the sale of its millionth pizza.

“After only six years in operation since opening our first restaurant, we’ve experienced such great consumer demand in the marketplace, which has been made obvious in reaching this milestone, as well as the loyal patronage we continue to see among each of our restaurant locations,” said Darrin Stock, CEO and Founder of WorldWide Papa’s.

“Our priority always has been and continues to be selling the highest-quality pizza product to our consumers and providing them with the best experience they can find out of any quick-casual restaurant option in the city,” said Vadim Kukhar, President of Russian Operations. “Having been with the Company since introducing the first Papa John’s pizza to the St. Petersburg population, this is a proud moment for all of us, and we have nothing but appreciation for the customers that continue to show support for the brand.”

Since the introduction of Papa John’s pizza to St. Petersburg and the Leningrad region in 2005, WorldWide Papa’s has opened five additional restaurant locations in and around the city. The Company's seventh restaurant location is set to open in the next month, and the locations of its next three restaurants have been secured with plans to open all three in the first quarter of 2012.

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 five 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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Safe Harbor Statement; under the Private Securities Litigation Reform Act of 1995: The statements contained herein which are not historical are forward-looking statements that are subject to risks and uncertainties that could cause actual results to differ materially from those expressed in the forward- looking statements, including, but not limited to, certain delays beyond the company's control with respect to market acceptance of new technologies or products, delays in testing and evaluation of products, and other risks detailed from time to time in the Company's filings with the Securities and Exchange Commission.

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