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FOR IMMEDIATE RELEASE

WorldWide Papa's Expands St. Petersburg Pizza Presence

Regional Developer of Papa John's Restaurants Opens Fifth Location and Secures Location for Sixth

LONDON – 9am GMT, June 23, 2011 – [WorldWide Papa's, Plc](#) (FSE: 1PJ.F), the exclusive area developer of [Papa John's International, Inc.](#) restaurants in St. Petersburg, Russia and the Leningrad region, announces the opening of its fifth restaurant location on Vasilievsky Island, with a sixth location already secured and slated to open in July 2011.

"The phenomenal success in sales that we've already received at this location has exceeded our expectations and further reinforces our belief in the untapped potential we'd initially recognized in St. Petersburg and the Leningrad region," said Darrin Stock, CEO and Founder of WorldWide Papa's. "Furthermore, our sixth location will be opening in less than a month, and we are currently sourcing locations for an additional three restaurants, bringing us ever closer to our ultimate goal of more than 40 restaurants by 2014."

Restaurant No. 5, (the 'Captain' location), located on Vasilievsky Island, is a dine-in restaurant with a capacity for 30 diners and a seasonal patio extension, (May-September) which adds 30 seats to the total capacity of the restaurant during the summer months. Delivery service is also emphasized at this location, extending the reach of WorldWide Papa's to nearly 450,000 residents in the area.

Restaurant No. 6, (the 'King' location) is located on the main floor of a newly constructed apartment building in a densely-populated region near downtown St. Petersburg. This location will offer dine-in, carry-out and delivery service, taking advantage of the nearly 600,000 residents in the surrounding area.

"Not only have we made rapid strides in growth since our [public listing](#) on the Frankfurt Stock Exchange in February, but we've also seen a sharp increase in sales from our existing restaurants for Q1 2011, as compared to this period in 2010," said Stock. "Based on current sales patterns, we predict that our two



new restaurants will not only perform on par with our existing locations but may well eclipse existing locations before the year is out because of the enormous resident base in their areas.”

“Our goal is to drive the Papa John’s brand further into St Petersburg and the Leningrad region than any other restaurant of this type has dared to go,” said Gary Hamilton, Secretary/Treasurer and Co-founder of WorldWide Papa’s. “The push is on, strategic sourcing of restaurants seven, eight, and nine is already in the pipeline with others soon to follow.”

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.](http://www.papajohns.com) 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.stpetepapajohns.com>.

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