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FOR IMMEDIATE RELEASE

### **WorldWide Papa's Announces Relationship with Global Xchange Solutions, AG to Facilitate Listing on German Open Market Deutsche Börse - Frankfurt**

DENVER -- November 23, 2010 – [WorldWide Papa's, Inc.](http://www.worldwidepapas.com), the exclusive area developer of Papa John's, Inc. restaurants in St. Petersburg and the Leningrad region of Russia, announces its relationship with Zürich-based [Global Xchange Solutions, AG](http://www.gxs.com) (GXS), a global consulting firm that has completed a number of Deutsche Börse-Frankfurt (FSE) listings for earlier-stage companies. Through its recent execution of this engagement, WorldWide Papa's will be working with GXS through the process of a share purchase and sale with a Deutsche Börse - Frankfurt Open Market "First Quotation" listed company whereby the shares of WorldWide Papa's will be acquired by WorldWide Papa's, Plc., (Public Liability Company.)

"The combination of continued strength in the Russian consumer market, a more robust German economy versus the market conditions we've seen there in recent years, as well as an attractive company valuation, proves to offer the perfect blend and key timing to complete this transaction," said Darrin Stock, CEO and founder of the Company. "Additionally, conversations with several current and potential European investors have positively reinforced our decision to take this approach for the Company."

WorldWide Papa's expects having the primary requirements for this transaction completed by the close of 2010, with consummation and trading anticipated to commence in late-January 2011. GXS will represent WorldWide Papa's and serve as the relationship that will enable WorldWide Papa's to complete the purchase and sale transaction and begin trading on the Deutsche Börse, as well as provide after-market support for the listed Company.

"We look forward to completing the filing process requirements, and with the support of GXS, designing and completing the structure for WorldWide Papa's shareholders to exchange shares

for shares of the Duetsche Börse listed Plc.," said Gary Hamilton, secretary/treasurer and co-founder of the Company. "We are already preparing for a road show in January to begin sharing the opportunity with a broader audience of European institutional and private investors."

GXS will assist WorldWide Papa's in providing a suitable Frankfurt Stock Exchange listed, England and Wales Plc for current shareholders to exchange their ownership under terms suitable to WorldWide Papa's. The expected value for 100 percent of the WorldWide Papa's shares will be approximately 22 million EUR (\$30 million USD).

WorldWide Papa's management and Board of Directors believe the completion of this transaction, will provide much needed exposure of the company to potential investors, the conduit needed to raise the capital required to expand locations and operations of Papa John's restaurants in St. Petersburg and Leningrad region, and, ultimately, to provide future liquidity to current shareholders.

#### **About WorldWide Papa's**

WorldWide Papa's, Inc. 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. Founded by Darrin Stock and Gary Hamilton, WorldWide Papa's opened its first Papa John's restaurant in St. Petersburg in 2005. The company currently operates four 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 May 2010 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>.

#### **About Global Xchange Solutions, AG**

Global Xchange Solutions, AG (GXS) is a Zürich, Switzerland-registered corporation and a globally active private equity and corporate finance company. As a full and good-standing member of the Swiss Private Equity and Corporate Finance Association, GXS primarily advises small- and medium-size companies in guiding clients with listing their shares on the Frankfurt Stock Exchange. For more information about GXS, visit <http://www.globalxchangesolutions.com>.

*\* Current Currency Conversion: 1 euro = 1.3610 US dollars*

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