

PAPA JOHNS INTERNATIONAL INC  
Form 8-K  
August 05, 2004

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

**FORM 8-K**

**Current Report**

**Pursuant to Section 13 or 15(d) of  
the Securities Exchange Act of 1934**

Date of Report (Date of earliest event reported):

**August 3, 2004**

**Commission File Number: 0-21660**

**PAPA JOHN S INTERNATIONAL, INC.**

(Exact name of registrant as specified in its charter)

**Delaware**

(State or other jurisdiction of  
incorporation or organization)

**61-1203323**

(I.R.S. Employer identification  
number)

**2002 Papa Johns Boulevard**

**Louisville, Kentucky 40299-2334**

(Address of principal executive offices)

**(502) 261-7272**

(Registrant's telephone number, including area code)

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**Item 5. Other Events and Regulation FD Disclosure.**

Papa John's International, Inc. and Blue and Silver Ventures Ltd., an entity of Dallas Cowboys owner Jerry Jones, announced on August 3, 2004, a joint venture in the Dallas, Austin and Waco, Texas markets effective July 26, 2004. As a part of the joint venture, Papa John's® becomes the Official Pizza of the Dallas Cowboys and a Proud Sponsor of Texas Stadium. The joint venture was announced at a press conference at the Dallas Cowboys training camp in Oxnard, CA. Terms of the agreement are not being disclosed.

**Item 7. Financial Statements and Exhibits**

(c) Exhibits

<b>Exhibit Number</b>	<b>Description</b>
99.1	Papa John's International, Inc. press release dated August 3, 2004.

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

**PAPA JOHN S INTERNATIONAL, INC.**

(Registrant)

Date: August 4, 2004

/s/ J. David Flanery  
J. David Flanery  
Senior Vice President and  
Chief Financial Officer