



June 19, 2013

## **Papa John's Rated No. 1 among All National Pizza Chains by Prestigious American Customer Satisfaction Index**

***Consumers rate Papa John's No. 1 in customer satisfaction for the 12<sup>th</sup> time in the last 14 years***

LOUISVILLE, Ky.--(BUSINESS WIRE)-- Papa John's has again earned the top spot in customer satisfaction among national pizza chains in the 2013 American Customer Satisfaction Index (ACSI) released today. Papa John's earned the highest ranking for an unprecedented 12<sup>th</sup> time in the past 14 years.

"We have always believed that if you offer a superior-quality pizza delivered with industry-leading customer service, customers will reward you with their loyalty," said John Schnatter, Papa John's founder, chairman and CEO. "We thank our customers for their loyalty and will continue to do the best we can to deliver on our 'Better Ingredients, Better Pizza' brand promise each day."

In addition to the top overall ACSI rating for national pizza chains, Papa John's earned the top spot among all limited service restaurants in the categories of product quality, overall quality and customer expectations

"We set the customer expectation very high at Papa John's and we thank our operators for working extremely hard to deliver on those expectations," said Schnatter. "After nearly 30 years, we still believe it's all about consistently delivering a superior-quality pizza and that is where our focus will remain."

### **About Papa John's**

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third largest pizza company. For 11 of the past 13 years, consumers have rated Papa John's No. 1 in customer satisfaction among all national pizza chains in the American Customer Satisfaction Index (ACSI). Papa John's is the Official Pizza Sponsor of the National Football League and Super Bowl XLVII. For more information about the company or to order pizza online, visit Papa John's at [www.papajohns.com](http://www.papajohns.com), or visit us on Facebook at [www.facebook.com/PapaJohns](http://www.facebook.com/PapaJohns), on Twitter at <http://twitter.com/PapaJohns>, or on our blog at [www.papajohnsblog.com](http://www.papajohnsblog.com).

### **About ACSI**

The American Customer Satisfaction Index (ACSI) is a national economic indicator of customer evaluations of the quality of products and services available to household consumers in the United States. The ACSI uses data from interviews with roughly 70,000 customers annually as inputs to an econometric model for measuring customer satisfaction with more than 230 companies in 48 industries and 10 economic sectors, as well as over 100 services, programs, and websites of federal government agencies.

ACSI results are released on a monthly basis, with all measures reported using a scale of 0 to 100. ACSI data have proven to be strongly related to a number of essential indicators of micro and macroeconomic performance. For example, firms with higher levels of customer satisfaction tend to have higher earnings and stock returns relative to competitors. Stock portfolios based on companies that show strong performance in ACSI deliver excess returns in up markets as well as down markets. And, at the macro level, customer satisfaction has been shown to be predictive of both consumer spending and gross domestic product growth. The Index was founded at the University of Michigan's Ross School of Business and is produced by ACSI LLC. The ACSI can be found on the Web at [www.theacsi.org](http://www.theacsi.org).

Director, Corporate Communications  
[Darryl\\_Carr@papajohns.com](mailto:Darryl_Carr@papajohns.com)

Source: Papa John's International, Inc.

News Provided by Acquire Media