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Papa John's Receives Top Rating among National Pizza Delivery and Take-Out Chains in R&I's Consumers' Choice in Chains Survey

LOUISVILLE, Ky., Aug 29, 2005 (BUSINESS WIRE) -- For the third time in four years, consumers have honored Papa John's with the top rating among national pizza delivery and take-out chains in the prestigious Restaurants & Institutions' Consumers' Choice in Chains Survey. Named the Crystal winner in the pizza segment, Papa John's also received the highest rating in the individual attributes of food quality, service, cleanliness and reputation among national pizza delivery and take-out chains.

"I'm proud of both our franchisees and corporate operators for once again earning this significant consumer win," said John Schnatter, Papa John's Founder and Executive Chairman. "Our system continues to work hard on delivering outstanding product quality and service, and the survey results show our customers recognize and appreciate our efforts."

The R&I Consumers' Choice in Chains survey is an independent consumer study commissioned by Restaurants & Institutions magazine and conducted by the Reed Research Group. In the survey, more than 3,200 consumers rated 200 national and regional restaurant chains on eight important attributes of guest satisfaction - food quality, service, convenience, cleanliness, value, atmosphere, menu variety and reputation. Scores for each attribute were then weighted to create an overall score. Survey results are published in the magazine's August 22, 2005 issue.

"Our system has tremendous momentum, having posted eight consecutive months of comparable sales increases," said Papa John's President and CEO, Nigel Travis. "This win further solidifies the tremendous consumer endorsement of "Better Ingredients, Better Pizza" and our outstanding product and service."

The survey's results are consistent with other recent consumer wins by Papa John's:

- Rated #1 in customer satisfaction among all national QSR chains for six years running in the American Customer Satisfaction Index (ACSI) conducted by The National Quality Research Center at the University of Michigan Business School.
- Winner of the 2005 Brandweek Customer Loyalty Award (tied for first) in the pizza category.
- Recipient of top local consumer ratings in more than 50 markets across the U.S., including Atlanta, Dallas, Indianapolis, Los Angeles, Orlando, Phoenix and Washington, D.C.

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (Nasdaq: PZZA) is the third largest pizza company in America. As of July 24, 2005, there were 2,883 Papa John's restaurants (571 company-owned and 2,312 franchised) operating in 49 states and 19 countries. Papa John's also franchises 115 Perfect Pizza restaurants in the United Kingdom. For more information about the company or to order pizza online, visit Papa John's at www.papajohns.com.

Restaurants and Institutions'
2005 Consumers' Choice in Chains Survey
National Pizza Delivery and Take-Out Chains

	Overall Score	Atmosphere	Cleanliness	Convenience	Food Quality
Papa John's	52.0	30%	45%	52%	66%
Pizza Hut	48.3	36	41	49	60
Little Caesars	43.3	26	31	50	43

Domino's Pizza	42.7	23	34	53	46
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	Good Reputation	Menu Variety	Service	Value
Papa John's	63%	44%	51%	47%
Pizza Hut	59	49	45	42
Little Caesars	42	30	40	62
Domino's Pizza	49	37	41	45

Note: Overall Score is an index; percentages for each attribute represent respondents who rated the chain as a 4 or 5 on a scale of a low of 1 to 5.

Source: Restaurants & Institutions Magazine, August 22, 2005.

SOURCE: Papa John's International Inc.

Papa John's International Inc.
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