



June 30, 2015

Papa John's Recognized For its Industry Leading Customer Service and Trusted Reputation

Ranked #1 in customer satisfaction among pizza chains in annual ACSI report for 14th time in 16 years, as well as ranked among top ten most reputable QSR brands by Reputation Institute

LOUISVILLE, Ky.--(BUSINESS WIRE)-- Papa John's is once again a pizza category leader in customer satisfaction among limited-service restaurants, according to the 2015 American Customer Satisfaction Index (ACSI) released today. The Louisville-based pizza chain earned the highest rating among pizza chains for the 14th time in the past 16 years.

"Our team lives by the acronym 'PAPA,' or 'People Are Priority Always,'" said John Schnatter, Papa John's founder, chairman, CEO and president. "These honors are a testament to putting people first. Our people are the heart and soul of this company. When we take care of our people, they take care of our customers, and happily go the extra mile to deliver on our promise of 'Better.'"

Papa John's earned the highest scores in overall quality, product quality, service quality and customer expectations among quick-service pizza restaurants in the individual ACSI ratings. These scores are included in the ACSI surveys sent to limited service restaurants customers in the first quarter of 2015.

"Our customers demand better taste which means we must deliver on better ingredients. We are the real pizza-makers, after all, and true craftsmen give customers exactly what they want: quality, best-in-class service and delicious product offerings," added Schnatter.

In addition to the recognition from ACSI, Papa John's was ranked ninth among quick-service restaurants and thirteenth among hospitality providers in the [2015 U.S. Hospitality & Travel RepTrak Report](#), a report from the Reputation Institute that ranks companies based on their reputation. Citing the report findings, vice president and chief research officer, Brad Hecht, noted that the company was perceived as having "incredibly strong" corporate leadership, particularly from Schnatter who "is viewed as very authentic." Papa John's was the only pizza company that placed in the top ten rankings, which were compiled from survey data of 27,000 to 28,000 participants representing the general United States population.

About Papa John's

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third-largest pizza delivery company. For 14 of the past 16 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 XLIX. For more information about the company or to order pizza online, visit Papa John's at www.papajohns.com. Also visit us on Facebook at www.facebook.com/PapaJohns, or on Twitter at <http://twitter.com/PapaJohns>.

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 225 companies in 43 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.

About Reputation Institute

Reputation Institute (RI) is the world's leading consulting and advisory firm for reputation. RI enables many of the world's leading companies to make more confident business decisions that build and protect reputation capital, analyze risk and sustainability topics, and drive competitive advantage. RI's most prominent management tool is the RepTrak® model for analyzing the reputations of companies and institutions — best known via the Global RepTrak® 100, the world's largest and most comprehensive study of corporate reputations, as well as Country RepTrak® and City RepTrak® studies that look at reputation across organizations within a given geography.

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