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## Papa John's Earns Top Rating among National Take-out and Delivery Pizza Chains in Restaurants & Institutions' Survey

LOUISVILLE, Ky.--(BUSINESS WIRE)--Dec. 4, 2006--For the third consecutive year consumers have honored Papa John's (NASDAQ: PZZA) with the top rating among national pizza delivery and take-out chains in the prestigious Restaurants & Institutions' Consumers' Choice in Chains Survey. Papa John's, which earned its best overall score ever, outdistanced the next closest national take-out and delivery chain by a record margin of almost six points.

The company also received the highest rating in the individual attributes of food quality, service, cleanliness, menu variety, and reputation among national pizza delivery and take-out chains.

"This honor speaks directly to the hard work and dedication of our franchisees and corporate operators who strive to live up to our 'Better Ingredients. Better Pizza.' brand promise every day," said Papa John's president and chief executive officer, Nigel Travis. "Whether it's with the products we make and deliver, or the service we offer our customers, quality is at the heart of everything we do. We are honored that consumers have recognized this commitment."

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 3,100 consumers rated 120 national and regional restaurant chains on eight customer satisfaction attributes - food quality, service, convenience, cleanliness, value, atmosphere, menu variety and reputation. Scores for each attribute were then weighted to create an overall score.

"From new products and cutting-edge promotions to industry awards, this has been a tremendous year for Papa John's," said Travis. "This win shows that we can be aggressive in our product offerings and marketing without sacrificing quality, which consumers have come to expect from Papa John's."

The survey's results are consistent with other recent consumer wins by Papa John's, including the number one rating in customer satisfaction among all national QSR chains for seven years running in the American Customer Satisfaction Index (ACSI) conducted by The National Quality Research Center at the University of Michigan Business School.

Headquartered in Louisville, Ky., Papa John's is the world's third largest pizza company. For seven years running, consumers have rated Papa John's No. 1 in customer satisfaction among all national QSR chains in the highly regarded American Customer Satisfaction Index (ACSI). For more information about the company or to order pizza online, visit Papa John's at [www.papajohns.com](http://www.papajohns.com).

### Restaurants and Institutions' 2006 Consumers' Choice in Chains Survey National Pizza Delivery and Take-Out Chains

	Overall Score	Atmosphere	Cleanliness	Convenience
Papa John's	52.7	31%	44%	52%
Pizza Hut	46.8	34	40	49
Little Caesars	44.9	24	34	53
Domino's Pizza	43.3	24	36	51

	Food Quality	Good Reputation	Menu Variety	Service	Value
Papa John's	66%	64%	48%	50%	49%
Pizza Hut	58	58	46	43	40
Little Caesars	44	42	30	37	69
Domino's Pizza	47	50	37	43	46

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 high of 5.

Source: Restaurants & Institutions Magazine, September 1, 2006.

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SOURCE: Papa John's