



June 17, 2014

Papa John's Rated No. 1 among All Restaurants by Prestigious American Customer Satisfaction Index

Papa John's earns the top spot in the ACSI for an unprecedented 13th time in the past 15 years

LOUISVILLE, Ky.--(BUSINESS WIRE)-- Papa John's is tops in customer satisfaction among limited-service restaurants, according to the 2014 American Customer Satisfaction Index (ACSI) released today. Papa John's achieved the highest rating for an unprecedented 13th time in the past 15 years.

"For more than 30 years, 'Better Ingredients. Better Pizza.' has been the foundation of everything we strive for as a company," said John Schnatter, Papa John's founder, chairman, CEO and president. "It's that long-term commitment to quality and providing our loyal customers with excellent service and superior quality pizza that has driven our success. We will continue applying these core principles throughout every facet of our business."

In addition to the top overall ACSI rating, Papa John's earned the highest score regarding overall quality, product quality, service quality and customer expectations in the individual ACSI ratings. Those winning attributes can be found in every pizza that Papa John's makes, from its fresh, never-frozen hand-tossed original dough, to its fresh-packed sauce where the tomatoes go from the vine to the can in approximately six hours, to its use of only 100 percent real meats that are free of textured vegetable protein and fillers.

"Others want to try to own quality, but they are not willing to do or spend what it takes," said Schnatter. "Papa John's spends a significant amount more than our competitors each year to ensure we use only the highest-quality ingredients that you won't find at any of our national competitors."

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 13 of the past 15 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 XLVIII. For more information about the company or to order pizza online, visit Papa John's at www.papajohns.com, 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.

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