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Consumers Taste the Difference of Papa John's Award-Winning Hand-Tossed Pizza

Fresh versus frozen dough makes it no toss-up for best hand-tossed pizza

LOUISVILLE, Ky.--(BUSINESS WIRE)--May 9, 2007--Known for "Better Ingredients. Better Pizza," Papa John's (NASDAQ: PZZA) says there is no toss-up when it comes to the best hand-tossed pizza, replying to a recent ad campaign by its largest competitor touting a "new and improved" hand-tossed pizza.

In its current television ad, the competitor includes an actor portraying a Papa John's delivery driver in an attempt to compare its "hand-tossed style" pizza to Papa John's. It's a difficult comparison for the larger competitor to make since its product is made with frozen dough versus Papa John's fresh dough product.

"We think consumers can taste the difference fresh dough makes compared to frozen," commented Papa John's president, USA Bill Van Epps. "We believe that's one reason why Papa John's is leading the industry in comparable sales increases and continues to win consumer awards in the market place."

With Papa John's using only fresh, not frozen dough since its inception 23 years ago, Papa John's traditional hand-tossed pizza has helped the brand continue to earn top consumer ratings among national takeout and delivery pizza chains:

- Voted "Best Pizza" in more than 50 U.S. markets over the last several years, including in Los Angeles, Washington D.C., Atlanta, Dallas, Indianapolis, Orlando, Knoxville and Phoenix.
- Top rated national pizza delivery and take-out chain in Restaurants & Institutions' Consumers Choice in Chains Survey (1998 - 2000, 2002, 2004 - 2006).
- Highest rated national pizza delivery and take-out chain in RealPeopleRatings.com, an online quarterly rating site.
- For seven consecutive years (1999 - 2006), Papa John's has been rated number one in customer satisfaction among all national quick service restaurants in the American Customer Satisfaction Index (ACSI) released by the National Quality Research Center at the University of Michigan Business School.

Papa John's signature hand-tossed fresh dough is made with a proprietary blend of high quality high protein wheat with all natural ingredients - no wheat gluten added and no trans fats -- blended with clear-filtered water, and delivered twice weekly from the company's regional quality control centers to each Papa John's restaurant. In addition Papa John's uses only fresh-packed tomato sauce (not concentrate) made from vine-ripened tomatoes, which go from the vine to the can in an average of six hours; vegetables fresh cut at Papa John's restaurants; and cheese made with 100% mozzarella.

For more information about the Papa John's better ingredients story, and to order Papa John's signature hand-tossed pizza online, visit Papa John's at www.papajohns.com.

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SOURCE: Papa John's