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Eight Straight: Papa John's Once Again Best in American Customer Satisfaction among QSR Pizza Chains

LOUISVILLE, Ky.--(BUSINESS WIRE)--May 15, 2007--For a record eighth consecutive year, Papa John's (NASDAQ: PZZA) has earned the highest customer satisfaction rating among pizza chains in the highly regarded American Customer Satisfaction Index (ACSI).

"We are honored to have earned this distinction again this year, making Papa John's the highest rated pizza chain every year in this millennium," said Papa John's president and chief executive officer, Nigel Travis. "Much has changed since the turn of the century, but one thing has remained the same -- Papa John's commitment to a superior-quality product and world-class customer service."

Produced by the Stephen M. Ross Business School at the University of Michigan, in partnership with the American Society for Quality (ASQ), the ACSI is the most respected national economic indicator of satisfaction with the quality of products and services available to U.S. household consumers. In the survey, current customers of the brands included are asked questions about their expectations and perceptions of value and quality. Complete survey results may be viewed at www.theacsi.org.

"Our restaurant operators live by the Papa John's brand promise of 'Better Ingredients. Better Pizza,'" said Papa John's president, USA, Bill Van Epps. "Without the commitment to excellence displayed by our franchise and corporate teams, this title would not be possible. We thank them for their dedication to our company - and to our customers."

Papa John's commitment to use superior-quality ingredients has certainly helped make Papa John's a favorite among 21st century pizza lovers. Papa John's makes its original crust pizza with fresh, not frozen, dough prepared with clear-filtered water in the company's regional quality control centers. 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, or to order Papa John's online, visit Papa John's at www.papajohns.com.

CONTACT: Papa John's
Chris Sternberg, SVP, Corporate Communications
502-261-4934

SOURCE: Papa John's