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## **Papa John's Earns Brand Of The Year Honors In The Pizza Category Of The 2012 Harris Poll Equitrend Study**

LOUISVILLE, Ky. (March 28, 2012) - Year after year, superior brands consistently are identified as industry leaders by consumers, and this year is no different as Papa John's earned Brand of the Year honors in the Pizza Chain Category of the 2012 Harris Poll EquiTrend Study.

"We have always believed that serving a superior-quality pizza and delivering on our 'Better Ingredients. Better Pizza.' brand promise builds equity and loyalty with consumers," said John Schnatter, Papa John's Founder, Chairman and Chief Executive Officer. "We are thrilled that our attention to quality continues to resonate, and are honored to have been recognized by consumers as the Pizza Chain Category Brand of the Year."

This year EquiTrend assessed more than 1,500 brands across more than 127 product categories by surveying more than 38,500 US consumers through Harris Interactive, a leading global custom market research firms, according to the Harris Interactive Web site.

"Using an academically vetted brand equity model with elements like familiarity, quality, and purchase consideration, brands create powerful connections with consumers," Harris Interactive states on its Web site. "The stronger the brand, the greater the bond. The Harris Poll EquiTrend study benchmarks how deep those bonds go and honors the highest ranked brands in each award category."

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third largest pizza company. For 10 of the past 12 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 also was honored by Restaurants & Institutions Magazine (R&I) with the 2009 Gold Award for Consumers' Choice in Chains in the pizza segment. Papa John's is the Official Pizza Sponsor of the National Football League and Super Bowl XLVI and XLVII. For more information about the company or to order pizza online, visit Papa John's at [www.papajohns.com](http://www.papajohns.com).

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