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## Papa John's Leads the Pizza Category in Customer Satisfaction and Product Quality

*Ranked #1 in customer satisfaction among QSR pizza chains in annual American Customer Satisfaction Index (ACSI) report for 15<sup>th</sup> time in 17 years*

LOUISVILLE, Ky.--(BUSINESS WIRE)-- [Papa John's International, Inc.](http://www.papajohns.com) (NASDAQ: PZZA) continues to set the bar high among quick-service restaurants and pizza chains. According to the 2016 [American Customer Satisfaction Index \(ACSI\)](http://www.acsi.com) that was released today, Papa John's ranked first among QSR-pizza brands in customer satisfaction and product quality, while also ranking second overall among limited service restaurants. This year's recognition marks the 15<sup>th</sup> time out of the previous 17 years that the Louisville-based pizza chain led the pizza industry in overall customer satisfaction.

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"At Papa John's, it all comes down to better ingredients - and our most important ingredient is our people. We take care of our people, who in turn go above and beyond to take care of customers. This simple, yet winning formula works because we are never satisfied with good enough," said "Papa John" Schnatter, Founder, Chairman and CEO of Papa John's International. "From employee development, such as our 'Driver to CEO' program, to the Clean Label initiative, Papa John's is committed every day to providing a better experience for our team member and customers."

Papa John's earned the highest marks in customer satisfaction and product quality among quick-service pizza restaurants in the individual ACSI ratings. It also improved its overall ACSI score from the previous year, rising four points. These measures are included in the ACSI surveys sent to limited service restaurant customers in the first quarter of 2016. Papa John's dedication to quality is reinforced by its financial investment of over [\\$100 million](#) annually to provide superior product to its customers. Papa John's is the first national pizza delivery chain to announce the removal of: preservatives like MSG, BHA and BHT; cellulose and partially hydrogenated oils; artificial flavors and synthetic colors and the removal of High Fructose Corn Syrup across the entire food menu.

### About ACSI Survey

ACSI uses customer interviews as input to a multi-equation econometric model developed at the University of Michigan's Ross School of Business. The ACSI model is a cause-and-effect model with indices for drivers of satisfaction on one side (customer expectations, perceived quality and perceived value), satisfaction (ACSI) in the center, and outcomes of satisfaction on the other side (customer complaints and customer loyalty, including customer retention and price tolerance). Indexes are reported on a 0 to 100 scale.

### 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 15 of the past 17 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 of Major League Baseball, Proud Sponsor of Major League Baseball and Supporting Sponsor of the Major League Baseball Play Ball Initiative. For more information about the company or to order pizza online, visit Papa John's at [www.papajohns.com](http://www.papajohns.com). Also visit us on Facebook at [www.facebook.com/PapaJohns](http://www.facebook.com/PapaJohns), Twitter at [www.twitter.com/PapaJohns](http://www.twitter.com/PapaJohns), YouTube at [www.youtube.com/user/papajohns](http://www.youtube.com/user/papajohns), Instagram at [www.instagram.com/papajohns](http://www.instagram.com/papajohns), Pinterest at [www.pinterest.com/papajohnspizza](http://www.pinterest.com/papajohnspizza), and Vine at [www.vine.co/papajohns](http://www.vine.co/papajohns). Looking to be a part of something Better? Learn more about franchising with Papa John's at [www.papajohns.com/franchise](http://www.papajohns.com/franchise).

## 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](http://www.theacsi.org).

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