



August 26, 2008

Papa John's Honored with Another Consumer Choice Award

Pizza company named pizza segment Silver winner in 2008

Restaurants & Institutions Consumer Choice in Chains Awards

LOUISVILLE, Ky.--(BUSINESS WIRE)--Aug. 26, 2008--Papa John's, which for nine straight years has received the highest rating among pizza companies in the American Customer Satisfaction Index (ASCI), has earned another consumer award -- Silver winner in the pizza segment for the 2008 Restaurants & Institutions (R&I) 2008 Consumers' Choice in Chains Awards.

In its 28th year, the R&I Consumers Choice in Chains Awards are based on consumer surveys among more than 3,000 chain-restaurant patrons. For each of the chains visited, respondents are asked to assess eight attributes that factor into the total dining experience: food quality, service, convenience, cleanliness, value, menu variety, atmosphere and reputation. Those chains with the top scores in each of 13 industry segments are named R&I's Consumers' Choice in Chains winners.

Papa John's was the only national delivery and takeout pizza company honored.

"Papa John's was founded on a commitment to the customer and that brand attribute still rings true today," said Bill Van Epps, president, Papa John's USA. "We take great pride in being recognized by our customers for showing a commitment to quality pizza and service."

Nearing its 25th Anniversary, Papa John's remains focused on using the highest-quality ingredients to serve its customers superior-quality products. Papa John's makes the crust of every traditional pizza with fresh (never 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; cheese made with 100 percent mozzarella; and other high-quality toppings, including baby portabella mushrooms.

In addition, the company was the first to offer convenient online ordering and again was the first to offer ordering by text message. Papa John's recently introduced mobile Web ordering as well as a suite of "MyPapa" widgets designed to bring local offers right to your desktop.

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third largest pizza company. For nine years running, consumers have rated Papa John's No. 1 in customer satisfaction among all national pizza chains in the highly regarded American Customer Satisfaction Index (ACSI). Papa John's also ranks first among pizza companies in the 2008 Brand Keys Customer Loyalty Engagement Index and was named 2007 Pizza Today Chain of the Year. For more information about the company or to order pizza online, visit Papa John's at www.papajohns.com.

CONTACT: Papa John's International, Inc.
Christopher J. Sternberg, 502-261-4934
Sr. Vice President, Corporate Communications

SOURCE: Papa John's International, Inc.