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## **Papa John's Ranks #1 in American Customer Satisfaction for Record Sixth Straight Year; "Better Ingredients. Better Pizza." Proposition Pays off with Consumers**

LOUISVILLE, Ky.--(BUSINESS WIRE)--May 17, 2005--Beating its pizza competitors and the world's top hamburger and other QSR chains, Papa John's (NASDAQ: PZZA), for the sixth consecutive year, has claimed the top spot in customer satisfaction according to the 2005 American Customer Satisfaction Index (ACSI) released today. According to the ACSI, conducted by The National Quality Research Center at the University of Michigan Business School, Papa John's improved its top-ranking score from last year by two points to 78, widening its leadership position by seven points over each of its two larger competitors, Pizza Hut and Domino's.

"We have a fundamental belief that if you serve a superior-quality pizza with excellent service and value, the customer will reward you with repeat business," said John H. Schnatter, Papa John's Founder and Chairman. "A satisfied customer is a loyal customer, and a loyal customer base is critical to the success of our business. We thank consumers for this distinction, and we thank our franchise and corporate restaurant operators for continuing to uphold our 'Better Ingredients, Better Pizza' brand promise."

In the 2005 ACSI survey, Papa John's earned the top rating in overall customer satisfaction, as well as in each of the individual rating categories of: product quality; service quality; perceived overall quality; and customer expectations. ACSI is a 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 companies included were asked questions about their expectations and perceptions of value and quality. Complete survey results may be viewed at [www.theacsi.org](http://www.theacsi.org).

Celebrating its 21st anniversary, Papa John's remains focused on using the highest quality ingredients to make its customers a superior-quality pizza. Papa John's makes the crust of every traditional pizza with fresh dough (never frozen) 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% mozzarella; and other high quality toppings, including baby portabella mushrooms.

As of April 24, 2005, Papa John's had 2,849 restaurants (571 company-owned and 2,278 franchised) operating in 49 states and 18 countries. Papa John's also franchises an additional 116 Perfect Pizza restaurants in the United Kingdom. For more information about the company, please visit [www.papajohns.com](http://www.papajohns.com).

### AMERICAN CUSTOMER SATISFACTION INDEX Customer Satisfaction (ACSI) scores

Company	Score
Papa John's	78
Wendy's	75
Little Caesar's	74
Taco Bell	72
Burger King	71
Domino's	71
Pizza Hut	71
KFC	69
McDonald's	62

Source: The American Customer Satisfaction Index, National Quality

Control Center at the University of Michigan (in partnership with The American Society for Quality and the CFI Group). Out of a possible score of 100. Complete survey results may be viewed at [www.theacsi.org](http://www.theacsi.org).

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SOURCE: Papa John's