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## Consumers Rank Papa John's Highest Among National Pizza Delivery and Take-Out Chains in R&I's Choice in Chains Survey

LOUISVILLE, Ky.--(BUSINESS WIRE)--Sept. 27, 2004--For the second time in three years, Papa John's (Nasdaq:PZZA) has been ranked number one among national pizza delivery and take-out chains in the prestigious Restaurants and Institutions' Consumers' Choice in Chains Survey. In the magazine's September issue, Papa John's surpassed Pizza Hut to receive the highest overall rating among national pizza delivery and take-out chains, as well as the highest rating in the individual attributes of food quality, value, good reputation, service, cleanliness and convenience.

"I'm proud of our franchisees and corporate operators for this significant win," said John Schnatter, Papa John's Founder and Chief Executive Officer. "Our system has worked extremely hard over the last eighteen to twenty-four months to improve product quality and service. The survey results show consumers recognize and appreciate our efforts."

With an overall score in 2004 of 51.6, Papa John's improved its 2003 rating by 36% to surpass Pizza Hut, the 2003 winner, who this year received an overall score of 47.7. Papa John's also saw increased ratings in every attribute measured by the survey, including in the areas of food quality, value and service - critical areas of focus for the company during the last 24 months.

The R&I Consumers' Choice in Chains survey is comprised of results from 2,625 consumers and their awareness and patronage of 200 of the largest chains in America. The overall score is calculated based on the weight of specific attributes in a chain's segment with consumers providing ratings indicating the importance of each attribute in selecting a restaurant for an occasion.

The survey's results are consistent with Papa John's five consecutive wins (1999-2003) and highest ratings among all national fast food restaurants in The American Customer Satisfaction Index survey conducted by The National Quality Research Center at the University of Michigan Business School. Papa John's has also recently been recognized for local market Best Pizza wins in more than 50 markets across the country including Los Angeles, Dallas, Washington D.C., Atlanta, Indianapolis, Orlando and Phoenix.

Celebrating its 20th anniversary this year, 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 made from vine-ripened tomatoes, which go from the vine to the can in an average of six hours; cheese made from 100% mozzarella; 100% real beef and pork that contain no fillers; tender all-white meat chicken; and other high-quality toppings.

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (Nasdaq:PZZA) is the third largest pizza company in America. At August 22, 2004, Papa John's had 2,786 restaurants (567 company-owned and 2,219 franchised) operating in 49 states and 16 international markets. The company is also the franchisor of 123 Perfect Pizza restaurants in the United Kingdom. For more information about the company, please visit [www.papajohns.com](http://www.papajohns.com).

Restaurants and Institutions'  
Consumers' Choice in Chains Survey  
National Pizza Delivery and Take-Out Chains

2002                      2003                      2004

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Overall Score

Papa John's	35	38	51.6
Pizza Hut	34	39	47.7
Domino's	32	35	42.5

Food Quality

Papa John's	55%	58%	64%
Pizza Hut	51	58	59
Domino's	45	45	47

Menu Variety

Papa John's	30%	34%	43%
Pizza Hut	35	43	47
Domino's	28	33	34

Value

Papa John's	38%	41%	50%
Pizza Hut	30	33	41
Domino's	34	37	42

Good Reputation

Papa John's	N/A	N/A	60%
Pizza Hut	N/A	N/A	59
Domino's	N/A	N/A	48

Service

Papa John's	34%	40%	49%
Pizza Hut	32	35	44
Domino's	34	37	41

Atmosphere

Papa John's	20%	24%	31%
Pizza Hut	26	30	34
Domino's	18	22	25

Cleanliness

Papa John's	28%	31%	43%
Pizza Hut	29	32	42

Domino's	26	31	37
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Convenience			
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Papa John's	39%	41%	53%
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Pizza Hut	38	40	50
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Domino's	42	44	52
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Note: Overall Score is an index; percentages represent respondents who rated the chain "above average" on the given attribute.

Source: Restaurants & Institutions Magazine.

SOURCE: Papa John's