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Papa John's Receives Highest Customer Satisfaction Rating among National Pizza Chains for Ninth Consecutive Year

LOUISVILLE, Ky., May 20, 2008 (BUSINESS WIRE) -- With a rating second only to Starbucks in the Limited Service Restaurant category, today it was announced that Papa John's received the highest customer satisfaction rating among national pizza chains for an unprecedented ninth consecutive year in the 2008 American Customer Satisfaction Index (ACSI).

"In making our brand promise of 'Better Ingredients, Better Pizza,' we set the customer expectation very high at Papa John's, and our team members work hard every day to deliver on that expectation," said Papa John's president and chief executive officer, Nigel Travis. "I am extremely proud of both our corporate and franchise operators for this accomplishment."

Tying Pizza Hut with a customer satisfaction rating of 76 (on ACSI's 100-point scale) to lead all national pizza chains, Papa John's rating also surpassed respected industry giants Wendy's, Burger King, KFC, Taco Bell and McDonald's. A complete list of measured companies and scores may be viewed at www.theacsi.org.

"While other national pizza chains have recently focused their national marketing efforts on deeply discounted or reduced-ingredients pizzas, and other offerings such as pasta, I am proud of our system for remaining focused on delivering a superior-quality pizza," commented Papa John's president, USA, William Van Epps.

Produced by the University of Michigan's Ross School of Business in partnership with the American Society for Quality (ASQ) and CFI Group, the American Customer Satisfaction Index is a national economic indicator of customer evaluations of the quality of products and services available to household consumers in the United States.

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 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.

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third largest pizza company. For nine years running, Papa John's has received the highest customer satisfaction rating among 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.

SOURCE: Papa John's International, Inc.

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