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Papa John's Rated #1 in American Customer Satisfaction among QSR Chains for Record Seventh Straight Year; 7-peat in ACSI survey places Papa John's in rare-air with other ``dynasties"

LOUISVILLE, Ky.--(BUSINESS WIRE)--May 16, 2006--How impressive is it to win a national championship seven years in a row? We've all heard of the rare 3-peat or 4-peat champion in sports - the Bulls, the Lakers and Yankees come to mind, but a 7-peat? In sports they call that a dynasty; but at Papa John's (NASDAQ: PZZA), it's just business as usual.

In national survey results announced today in the widely followed American Customer Satisfaction Index (ACSI), consumers rated Papa John's no. 1 in customer satisfaction among all quick service restaurant chains for an unprecedented seventh straight year.

Papa John's outdistanced its larger pizza rivals Pizza Hut and Domino's and all other quick service restaurant chains, and also finished ahead of survey newcomer, Starbucks, the leading retailer, roaster and brand of specialty coffee in the world.

"We thank consumers for this distinction, and we thank our franchise and corporate teams in the field for continuing to uphold our 'Better Ingredients, Better Pizza' brand promise," said Papa John's president and chief executive officer, Nigel Travis. "A satisfied customer is a loyal customer, and loyal customers are critical to the success of our business."

In addition to receiving the highest overall customer satisfaction score in the 2006 ACSI, Papa John's also earned the highest rating among quick service restaurants in the individual categories of product quality, service quality, perceived overall quality and customer expectations.

"We have a fundamental belief that if you serve a superior-quality pizza with excellent service and value, consumers will recognize the difference and reward you with repeat business," said John H. Schnatter, Papa John's founder and executive chairman. "Thanks, America, for once again making Papa John's number one."

About the ACSI

Produced by the Stephen M. Ross Business School at the University of Michigan, in partnership with the American Society for Quality (ASQ) and the international consulting firm, CFI Group, the 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 brands included are asked questions about their expectations and perceptions of value and quality.

AMERICAN CUSTOMER SATISFACTION INDEX (ACSI)

Limited Service Restaurants Customer Satisfaction scores

Brand	Score
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Papa John's	79
Starbucks	77
Little Caesar's	77
Wendy's	76
Pizza Hut	76

Domino's	75
Burger King	70
KFC	70
McDonald's	63

Source: The ACSI is produced by the Stephen M. Ross Business School at the University of Michigan, in partnership with the American Society for Quality (ASQ) and the international consulting firm, CFI Group. Out of a possible score of 100. Complete survey results may be viewed at www.theacsi.org.

About Papa John's

Celebrating its 22nd anniversary, Papa John's remains committed to 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.

Headquartered in Louisville, Kentucky, at March 26, 2006, there were 2,924 Papa John's restaurants (509 company-owned and 2,415 franchised) operating in 49 states and 22 countries. For more information about the company or to order pizza online, visit Papa John's at www.papajohns.com.

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SOURCE: Papa John's