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## **Papa John's Rated #1 in Customer Satisfaction by Prestigious American Customer Satisfaction Index**

### ***Pizza Chain Achieves Highest Industry Rating In ACSI History***

LOUISVILLE, Ky., Jun 15, 2010 (BUSINESS WIRE) -- Papa John's has once again claimed the top spot in customer satisfaction among limited service restaurant chains in the 2010 American Customer Satisfaction Index (ACSI) released today. Posting the highest score among pizza chains for an unprecedented tenth time in eleven years, as well as this year besting all QSR chains included in the survey, Papa John's score of 80 represents the highest industry rating in the history of the ACSI.

"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 Schnatter, Papa John's Founder, Chairman and co-Chief Executive Officer. "A satisfied customer is a loyal customer, and a loyal customer base is critical to the long-term success of our business."

In addition to the top overall customer satisfaction rating, Papa John's earned the highest score in the individual ACSI ratings of product quality, service quality and customer loyalty.

"We thank consumers for this tremendous honor," commented Jude Thompson, Papa John's President and co-Chief Executive Officer. "We congratulate our corporate and franchise restaurant operators for achieving this important customer satisfaction win, and for earning an even wider margin win in the product quality category among pizza brands included in the survey."

#### **About ACSI**

The American Customer Satisfaction Index (ACSI) is a national economic indicator of satisfaction with the quality of products and services available to U.S. household consumers. Using a model developed at the University of Michigan's Ross School of Business, ACSI measures customer satisfaction with the products and services of approximately 200 companies in 44 household consumer industries and nearly 100 major customer segments of federal agencies. For more information, visit [www.theacsi.org](http://www.theacsi.org).

#### **AMERICAN CUSTOMER SATISFACTION INDEX (ACSI) Limited Service Restaurants Industry 2010 Customer Satisfaction scores**

<b>Company</b>	<b>Score</b>
<b>Papa John's</b>	<b>80</b>
Little Caesars	78
Pizza Hut	78
Starbucks	78
Domino's	77
Wendy's	77
KFC	75
<b>Restaurants - Limited Service</b>	<b>75</b>
Burger King	74
Taco Bell	74
McDonald's	67

Out of a possible score of 100. Survey methodology and complete results may be accessed at [www.theacsi.org](http://www.theacsi.org).

## About Papa John's

Celebrating its 26th Anniversary, Papa John's is committed to using high-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. For more information about the company or to order pizza online, visit Papa John's at [www.papajohns.com](http://www.papajohns.com).

SOURCE: Papa John's

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