



February 18, 2004

## **Papa John's Ranked Number One in American Customer Satisfaction Index for Fifth Straight Year**

LOUISVILLE, Ky.--(BUSINESS WIRE)--Feb. 18, 2004--Papa John's (Nasdaq: PZZA) received the top customer satisfaction rating among all national fast food restaurant chains for the fifth straight year in The American Customer Satisfaction Index (ACSI) released today. In the ACSI, conducted by The National Quality Research Center at the University of Michigan Business School, Papa John's received a rating of 76, the highest in the pizza category and above the overall retail sector and industry average.

"I'm proud of our team for again achieving this customer satisfaction win," said John H. Schnatter, Papa John's Founder and Chief Executive Officer. "We've worked very hard this past year to wow our customers on every Papa John's purchase occasion. With leading rankings in the ACSI's Perceived Overall Quality and Product Quality categories along with the Customer Satisfaction rating, our efforts are paying off for the consumer."

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 with 100% mozzarella and other high-quality toppings.

The American Customer Satisfaction Index survey is conducted by the National Quality Research Center at the University of Michigan Business School in partnership with the American Society for Quality and the CFI Group. During the fourth quarter of 2003, approximately 16,000 current customers of the companies included in the survey were asked questions about their expectations and perceptions of value and quality.

Papa John's has also been voted Best Pizza in more than 60 markets throughout the country including Los Angeles, Washington, DC, Atlanta, Indianapolis and Phoenix.

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (Nasdaq: PZZA) is the third largest pizza company in America. At January 25, 2004, there were 2,795 Papa John's restaurants (570 company-owned and 2,225 franchised) operating in 49 states and 16 international markets. Papa John's also franchises 134 Perfect Pizza restaurants in the United Kingdom. For more information about the company or to order pizza online, visit the company at [www.papajohns.com](http://www.papajohns.com).

SOURCE: Papa John's International