

SPEECH BY NIGEL TRAVIS
PRESIDENT & GLOBAL CEO OF PAPA JOHN'S
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Good afternoon, ladies and gentlemen. I am delighted to be here with you today in this wonderful city of Guangzhou.

My name is Nigel Travis, and I am President & CEO of Papa John's Corporation.

I want to start by thanking everyone who has played a part in making this day possible. There are too many of you to mention by name but Roy Chua and the entire Papa John's Guangzhou Team can be incredibly proud of their hard work and dedication which has been integral to the success of this project. Thank you, Roy.

I also need to thank both Papa John's International as well as the staff of Papa John's South China for all of their efforts in building the Papa John's business in China and bringing us to where we are today. And to our friends from the media and our other invited guests, we are thrilled you could join us to mark this special celebration.

The last time I was in this part of the country, in November 2006, we were celebrating the first anniversary of the opening of our South China store in Shenzhen. Fewer than 18 months have passed since then and I am tremendously gratified to be back to celebrate the opening of our 100th store in China and our 6th store here in Guangzhou. A sign of the outstanding progress we have made since then is that the Tian He store is already Papa John's 20th in the Pearl Delta region.

Few places is the remarkable growth and expansion of the Chinese economy more striking than here in Guangzhou. And it says something about the development of China as a whole that while a relatively short time ago, most Americans had little knowledge of China, let alone the Pearl River Delta, you'd be hard pressed now to find a corner of the world where Mandarin and Cantonese are not amongst the most studied languages, or where Chinese traditions don't exert a distinctive influence over the cultural landscape.

There is no secret to why Papa John's continues to make the great strides it has. "Better Ingredients. Better Pizza." Our tagline tells you exactly what we believe in. We are committed to making sure that we deliver better quality pizza than anyone else by focusing our policy on using only quality ingredients that include fresh, water-purified dough, vine-ripened tomato sauce and 100% mozzarella cheese among our many premium ingredients.

Whenever we can, we make sure the tomatoes we use in our pizzas are fresh off the vine and canned within six hours. Keeping the sauce fresh and tasty.

The way we treat our dough is special too. Our dough balls are sent directly from our mega-kitchen to the restaurant. We then let the yeast inside ferment for three to seven days, to help ensure you get pizzas made with dough that is in its prime. Then, and only then, do our staff begin our famous dough-slapping process, which is really something to behold, to knead the dough into shape before adding the farm fresh toppings.

This attention to the little details is what makes our pizzas great. It's something our customers notice when they take that first bite. It's why we have been voted the Number one pizza in America for eight years in a row.

At Papa John's, from management to operation, we pay close attention to every single detail to give our valued customers that great taste.

Papa John's is growing and expanding rapidly in China. We have successfully opened 100 restaurants in China in the past five years and are excited by the challenge of embarking on our second century of stores. I'm sure you'll be as pleased to learn as I am to announce, that we are targeting further expansion right here in South China.

Our Restaurant Based Delivery Concept offers you the option of dine-in, take out or delivery. We're expanding to meet the needs of this fast paced, and growing community. I hope our fast and convenient service can make your life a little easier, and tastier.

China has been good to Papa John's which is why we were delighted when the opportunity to give a little bit back to this great country arose. Through our sponsorship of the Volunteer Group of the 2008 Summer Games in Beijing, we want to celebrate the hard work, dedication and strong sense of community these young people have shown by committing themselves to the hosting of an excellent games this summer. Hard work and commitment to excellence are principles we, too, at Papa John's aspire to.

It is truly an honor to be with you here today and I hope you will give us the opportunity to reciprocate the wonderful hospitality that you have shown us by visiting a Papa John's restaurant and enjoying a slice or two of our pizza. Thank you once again for your support.

