



PAPA JOHN'S FOUNDER EXPANDS SCOPE OF LAWSUIT AGAINST AD FIRM FOR MALICIOUS AND RECKLESS SECRET RECORDING, LEAK TO MEDIA

Second Amended Complaint presents new claims amidst damning evidence against media group that directly violated agreement to enhance founder's brand image

LOUISVILLE, Ky., Nov. 22, 2022 /PRNewswire/ -- Today, John Schnatter, the founder and former Chairman and CEO of Papa John's International ([PZZA](#)), announced the filing of the second Amended Complaint in his 2019 lawsuit against Wasserman Media, which presents two new claims amidst damning evidence before the Court.

"I am confident that this lawsuit will result in a just outcome," Mr. Schnatter said. "The new evidence against Wasserman Media, Laundry Service, and the company CEO Casey Wasserman is overwhelming. I am pleased that the Court will get a chance to thoroughly review the case at trial soon."

The second Amended Complaint reveals new facts surrounding the Defendants' plot to set up Mr. Schnatter in 2018 to damage his reputation – which violated their contractual obligations to the founder. The Complaint argues that the actions of creative ad firm Laundry Service, who deceptively and maliciously disclosed leaked excerpts to Forbes of a private media training session with the Papa John's founder and reversed the meaning of his comments against racism, "[placed] Schnatter in a False Light."

"Defendants had reported the confidential details of the May 22 training call held solely between then Papa John's employees and Laundry Service employees," the document states. "The confidential information leaked to Forbes was knowingly false and/or done with reckless disregard as to the falsity in that it deliberately created the false impression (of) Schnatter."

The second Amended Complaint also argues that Laundry Service's secret recording of the May 22, 2018 conference call "constitutes an unreasonable intrusion upon the privacy and seclusion of Schnatter which is an invasion of Schnatter's right of privacy and was done by Laundry Service recklessly, maliciously, and/or with the intent to harm Schnatter."

In short, Laundry Service recklessly recorded the meeting with Mr. Schnatter without his knowledge, goaded him into agreeing to live media interviews so he could be targeted and attacked by members of the media, deceptively and maliciously leaked excerpts to the media to falsely portray Schnatter's comments against racism and harm him, following which the ad firm's owner threatened to "bury the founder" if they were not paid \$6 million.

The filing comes after the U.S. District Court for the Western District of Kentucky at Louisville recently denied a Motion to Dismiss by Wasserman Media and its ad firm. The Honorable Benjamin Beaton allowed the lawsuit to proceed, leading to the filing of the new claims against Defendants.

Mr. Schnatter has previously indicated that all net proceeds from his lawsuit against Wasserman Media will be donated to charity.

Reference: [Civil Action No. 3:20-cv-000003-CHBCHL](#)

To access the second Amended Complaint, go to: [Schnatter Amended Complaint](#). To learn more about John H. Schnatter vs. 247 Group, LC d/b/a Laundry Service and Wasserman Media Group, LLC, go to: <https://papajohnschnatter.com/schnatter-v-wasserman-media/>