



Little Caesars

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EMBARGOED UNTIL JULY 25, 2006

LITTLE CAESARS LOVE KITCHEN SERVES FREE PIZZA TO NEEDY IN ATLANTA

ATLANTA, Ga. (July 25, 2006) – The Little Caesars Love Kitchen will roll into The Salvation Army* in downtown Atlanta to provide fresh Little Caesars pizza meals for approximately 200 people in need on July 24, 2006. The Little Caesars Love Kitchen also will visit other shelters in the area, feeding more than 600 people total.

A pizza kitchen on wheels, The Little Caesars Love Kitchen travels across the continental United States and Canada meeting the needs of the hungry, the homeless and disaster survivors.

“The Love Kitchen was created to provide quality meals for people who need them,” said Little Caesars Atlanta-area franchisee Byron Schoepf. “I’ve lived here for nearly twenty years, and as a resident and as a member of the Atlanta area business community, it’s important to me to support people when they need it and help make the community stronger. I’m excited to support this program with food and staff to provide a quality meal for people who otherwise may not get one.”

Established by the Ilitch family in 1985, the Little Caesars Love Kitchen has since fed more than 1.6 million people in 48 states and three Canadian provinces. It has also responded to disasters such as the hurricanes in the Gulf Coast Area, the site of the World Trade Center attacks on September 11, 2001, and the 1995 Federal Building bombing in Oklahoma City.

“We know that it’s important to reach out to the communities that support our business, and help make a difference, said David Scrivano, president, Little Caesar Enterprises, Inc. “As a family company, we are proud to work together with our local franchisees and company-owned stores to coordinate the vehicle, staff and food and to be there for people in Atlanta who need assistance.”

Former Presidents Bill Clinton and George Bush awarded The President’s Volunteer Action Award Citation to Little Caesars for its volunteers’ contributions to the Love Kitchen. Little Caesars also received a Presidential Citation for Private Sector Initiatives for the Love Kitchen program under the Reagan administration. It has received a certificate of appreciation from the State of Michigan and was recently recognized by the Detroit City Council for its efforts in the Gulf Coast region.

Local Little Caesars franchise owners and company regional offices donate all food and labor costs for the Love Kitchen servings. An estimated 40,000 Little Caesars franchise owners and employees have volunteered their time over the years to support the program in their local communities.

About Little Caesars Enterprises

Little Caesars Pizza founders Michael and Marian Ilitch opened their first restaurant in Garden City, Michigan in 1959. Today, Little Caesars is the world's largest carry-out pizza chain, and one of the top four international pizza chains with restaurants on five continents. Little Caesars is expanding in prime locations across the country, and provides franchisees with ongoing training and support. It has a wealth of experience in all aspects of successful restaurant operation, and has consistently achieved industry "firsts" with product and system innovations. In addition, Little Caesars offers strong brand awareness with one of the most recognized characters in the country, Little Caesar.

FOR MEDIA INFORMATION ONLY

In order to reach the truly needy, we feel that we should devote our attention to feeding the clientele at each location. In covering the serving as a news story, we would therefore appreciate that you not mention the time of the serving. Publicizing the serving beforehand or on the day of the event is appreciated.

*** Tuesday, July 25, 2006:**

**Location: The Salvation Army
 400 Luckie Street Northwest
 Atlanta, GA, 30312**

Time: 4:15 p.m.

Additional opportunities to see the Love Kitchen make a difference in Atlanta can be arranged by contacting Katie Henry/Vandana Bahl, Fishman Public Relations, 847-945-1300.

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