



**Little Caesars®**

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## **Little Caesars® Pizza Named “Best Value in America” for the Third Consecutive Year**

*World’s largest carry-out pizza chain earns six honors*

**DETROIT** – For the third year in a row, Little Caesars has been named the “Best Value in America”<sup>\*</sup> among all major quick-serve restaurant chains across America. The national recognition came from one of the largest research studies in the food industry, Sandelman & Associates’ Quick-Track® research study.

“With today’s fast-paced lifestyle, our customers really appreciate the value and convenience Little Caesars provides,” said David Scrivano, president, Little Caesar Enterprises, Inc. “Our customers don’t have to wait for our HOT-N-READY® products and they can feel good about serving their family a high-quality pizza made with fresh ingredients.”

Little Caesars’ HOT-N-READY® pizza is a large, 14” pepperoni or cheese pizza that’s ready when customers are, with no waiting or need to call ahead, for \$5.00 at participating locations.

Sandelman & Associates’ Quick-Track® research study tracks key consumer behavioral and attitudinal measures for all major fast-food chains. Surveys were conducted among more than 90,900 quick service restaurant customers in 78 major markets across the United States. Little Caesars was also rated the highest-rated chain for “Affordability of the Prices” and highest-rated pizza chain for “Speed of Service,” among other honors.

In business for more than 50 years, Little Caesars has become an industry leader by offering quality products and outstanding value to customers, including the “Pizza!Pizza!” offering (buy one get one free), and most recently, the convenient, value-oriented HOT-N-READY® offering.

### **About Little Caesars**

Little Caesars Pizza founders Michael and Marian Ilitch opened their first restaurant in Garden City, Michigan in 1959. Little Caesars added more stores in the world in 2009 than any other pizza chain and today is the largest carry-out chain internationally with restaurants on five continents. Little Caesars is growing in prime markets across the country, and is offering strong franchisee candidates an opportunity for independence with a proven system. For the third year in a row, Little Caesars was named “Best Value in America”<sup>\*</sup> of all quick-serve restaurant chains. In addition, Little Caesars offers strong brand awareness with one of the most recognized and appealing characters in the country, Little Caesar.

In addition to Little Caesars Pizza, Ilitch companies in the food, sports and entertainment industries include: the Detroit Red Wings, Olympia Entertainment, Olympia Development, Blue Line Foodservice Distribution, Champion Foods, Ilitch Holdings, Inc., Uptown Entertainment, Little Caesars Pizza Kit Fundraising Program, and a variety of venues within these entities. Michael Ilitch owns the Detroit Tigers. Marian Ilitch owns MotorCity Casino Hotel.

For more information about Little Caesars and available franchise opportunities, visit [www.LittleCaesars.com](http://www.LittleCaesars.com) or call 1.800.553.5776.

*\* "Highest-Rated Chain – Value for the Money" based on a nationwide survey of quick-service restaurant consumers conducted by Sandelman & Associates, 2009*

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