



Little Caesars

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LITTLE CAESARS® PIZZA ANNOUNCES “BOWL GAME BONANZA” NATIONAL PROMOTION

Customers register online for chance to win Pizza for a Year or a Bowl Game Getaway

DETROIT – Little Caesar Enterprises, Inc. today announced the “Bowl Game Bonanza” national promotion in conjunction with the Little Caesars Pizza Bowl. This promotion offers Little Caesars customers across the country a chance to win tickets to the Little Caesars Pizza Bowl and other college bowl games and great Little Caesars products, including pizza for a year.

“This promotion will bring national exposure for Little Caesars, and our franchisees are eager to share the bowl game excitement with all of our customers. Pizza and football are a natural combination, and with this game, everyone has a chance to be a winner with football and pizza prizes,” said Linda “LJ” Jaworski, senior vice president, Marketing & Communications, Little Caesar Enterprises, Inc. “We look forward to announcing additional promotions that will enhance the Little Caesars Pizza Bowl.”

One grand prize winner will win free Little Caesars pizza for a year (awarded as 52 - \$10 gift cards) plus hotel, airfare and four suite tickets to the Little Caesars Pizza Bowl in Detroit on Dec. 26. Five winners will be awarded first prizes, including two tickets to a college bowl game of the winner’s choice, plus hotel and airfare. Other prizes include 1,000 \$10 Little Caesars gift cards. Customers who do not win a gift card will be awarded a coupon for a free Crazy Bread® with the purchase of any HOT-N-READY® pizza.

“My customers are pizza and football fans, and this promotion brings the two together. They will be excited about the chance to win tickets to the Little Caesars Pizza Bowl and other bowl games,” said Tim Putnam, a Little Caesars franchisee in Columbia, S.C.

Little Caesars customers can register to win the prizes by obtaining a promotion code at a participating Little Caesars location and entering the code at LCPizzaBowl.com. There is no purchase necessary to receive the online code. Details are available in-store at participating Little Caesars.

The “Bowl Game Bonanza” national promotion will run from Oct. 30, 2009 through Nov. 30, 2009. Promotion details and official rules are available at participating Little Caesars locations and online at LCPizzaBowl.com.

About the Little Caesars Pizza Bowl

The Little Caesars Pizza Bowl is the Midwest's only major college football bowl game. The 2009 bowl will mark the 13th year that the bowl has brought major college bowl action to Detroit.

About Little Caesars

Little Caesars Pizza founders Michael and Marian Ilitch opened their first restaurant in Garden City, Michigan, in 1959. Little Caesars, the fastest growing pizza chain, built more stores in the world in 2008 than any other pizza brand and today is the largest carry-out chain globally 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 second year in a row, Little Caesars was named "Best Value in America"* 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.

** "Highest-Rated Chain – Value for the Money" based on a nationwide survey of quick-service restaurant consumers conducted by Sandelman & Associates, 2008*

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