



Little Caesars



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LITTLE CAESARS® PIZZA AND PEPSI LAUNCH “BUZZ IN TO WIN” NATIONAL PROMOTION

Everyone is a winner; PlayStation® prizes awarded every day!

DETROIT – Little Caesar Enterprises, Inc. and Pepsi today announced a national scratch-off game promotion “Buzz in to Win” in cooperation with Sony Computer Entertainment America (SCEA). This promotion includes national marketing and advertising components and offers Little Caesars’ customers across the country a chance to win one of 450 PlayStation® Trivia Prize Packs, including BUZZ! games, PLAYSTATION®3 (PS3™), PlayStation®2, and PSP® (PLAYSTATION®PORTABLE). BUZZ! trivia games bring an immersive game show experience for up to eight players straight to your living room.

“Little Caesars provides consumers high-quality pizza and other products at a great value, and with this promotion, everyone is a winner,” said Linda “LJ” Jaworski, senior vice president of marketing and communications, Little Caesar Enterprises, Inc. “Little Caesars is excited to team up with Pepsi and SCEA to offer our customers even more fun, food and entertainment.”

Little Caesars customers can receive a “Buzz in to Win” scratch-off code card by visiting participating Little Caesars restaurants and purchasing a fresh HOT-N-READY® pizza with any Pepsi beverage. Customers simply scratch off their code card and enter their code at www.LittleCaesarsBuzz.com to determine if they have won a coupon for a free Little Caesars Crazy Bread® with the purchase of any HOT-N-READY® pizza and a Pepsi beverage or one of 50 PlayStation® Trivia Prize Packs per week.

PlayStation® Trivia Prize Packs include:

- PS3™ with BUZZ!™ Quiz TV videogame
- PlayStation® 2 with BUZZ!™ The Hollywood Quiz, BUZZ!™ The Mega Quiz and BUZZ!™ Jr. RoboJam videogames
- PSP® and BUZZ!™ Master Quiz videogame

Additionally, a coupon for a free Little Caesars Crazy Bread® with the purchase of any HOT-N-READY® pizza will be available on BUZZ! videogames at participating national retailers throughout the promotion.

Customers who purchase a HOT-N-READY® pizza at Little Caesars locations may also receive a coupon for \$5 off any new BUZZ! videogame at participating GameStop® stores and online at www.gamestop.com.

“As we enter into our third successful year with Little Caesars, we’re excited to partner with them on another great promotion,” said Margery Schelling, CMO PepsiCo Foodservice. “With hundreds of PlayStation® prizes, ‘Buzz in to Win’ is going to be a blast for the whole family.”

“We’re always looking for creative ways to engage with great brands and provide a truly unique PlayStation experience to consumers,” said Ginger Kraus, senior director of marketing alliances at Sony Computer Entertainment America. “By collaborating with Pepsi-Cola and Little Caesars on this promotion, we’re continuing to redefine social entertainment with games like BUZZ! and have created the perfect backdrop for a party with friends.”

The “Buzz in to Win” promotion will begin on February 23, 2009 and continues through April 27, 2009. Promotion details and official rules are available at participating Little Caesars locations and online at LittleCaesarsBuzz.com. Communication elements to support the promotion include print, broadcast and Web materials along with in-store point of purchase displays.

There is no purchase necessary to receive a “Buzz in to Win” scratch-off code card. Customers can request a scratch-off code card without purchase by mailing their request to the address included in the official rules available at participating Little Caesars locations and online at LittleCaesarsBuzz.com.

About Little Caesars

Little Caesars Pizza founders Michael and Marian Ilitch opened their first restaurant in Garden City, Michigan in 1959. Little Caesars built more stores in the U.S. in 2008 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. 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 or call 1.800.553.5776.

About PepsiCo Foodservice

The PepsiCo Foodservice Division integrates the relevant units of Pepsi-Cola and Frito-Lay together with Quaker, Tropicana and Gatorade in the United States and Canada. Rooted in PepsiCo's "Power of One" principles, PepsiCo Foodservice leverages the scale and breadth of the corporation's brands to provide a unified voice to its customers and deliver competitive advantage in the fast-growing foodservice and vending channels.

About Sony Computer Entertainment America

Sony Computer Entertainment America Inc. continues to redefine the entertainment lifestyle with its PlayStation® and PS one® game console, the PlayStation®2 computer entertainment system, the PSP® (PlayStation®Portable) handheld entertainment system, the ground-breaking PLAYSTATION®3 (PS3™) computer entertainment system and its online and network services the PlayStation®Network and PlayStation®Store.

Recognized as the undisputed industry leader, Sony Computer Entertainment America Inc. markets the PlayStation family of products and develops, publishes, markets, and distributes software for the PS one, PlayStation 2, PSP and PS3 for the North American market. Based in Foster City, Calif. Sony Computer Entertainment America, Inc. serves as headquarters for all North American operations and is a wholly owned subsidiary of Sony Computer Entertainment Inc.

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