



Little Caesars®

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Former Auto Worker Begins New Career with Little Caesars

*Little Caesars Reaches Out to Qualified Auto Industry Candidates
Seeking More Independence*

FLORISSANT, Mo. - Dale Beck, a former autoworker at Ford Motor Company's St. Louis assembly plant, is celebrating a professional milestone with the grand opening of his Little Caesars franchise location on June 26 at 340 Howdershell Rd. in Florissant, Missouri. The 35 year-old, who has personally experienced the uncertainty of the auto industry, is now realizing the rewards of owning a business.

"Despite the hardship of leaving the auto industry and a job I was passionate about, I am excited to be controlling my own destiny as a Little Caesars franchisee," said Beck. "I was a dedicated auto worker. Now, I will bring that same intensity to running my own business."

Combined with his positive outlook, the extensive support and thorough six-week training Little Caesars provided Beck in advance of his opening has given the entrepreneur the confidence he needs to begin this new career. In addition, Beck's brother, Doyle Beck, has been a Little Caesars franchisee in Godfrey, Illinois and Ferguson, Missouri for six years. While helping his brother launch his business, Beck had the opportunity to observe first hand the benefits of being a Little Caesars franchisee.

"Seeing my brother grow his business helped me make the decision to become a Little Caesars franchisee," said Beck. "My top priority was to find a concept that shared my same values, and with my automotive background, quality is important to me. From my perspective, it is easy to see that Little Caesars takes pride in supporting franchisees and also in providing customers with convenient, high quality products at a great value."

Little Caesars recognizes the importance of offering individuals facing corporate downsizing or seeking career transitions the opportunity to own their own business. The Detroit-based company is committed to reaching out to autoworkers seeking a career change and educating them about franchising opportunities.

“Being headquartered in a city with a strong automotive heritage, we are well aware of the hardships the auto industry is facing and how it can be difficult for auto workers transitioning out of that industry to determine the next step in their careers,” said David Scrivano, president, Little Caesar Enterprises, Inc. “With six consecutive years of significant sales increases that exceeded industry growth, Little Caesars provides an opportunity for individuals from any industry seeking more independence as business owners.”

As a Little Caesars franchisee, Beck also has the opportunity to continue his commitment to the community. “Little Caesars believes in giving back to the communities in which it does business, and that philosophy makes it a great fit for me and my family,” said Beck. “I look forward to helping out with local sponsorships when I can and giving the people of Florissant, Missouri a quality product with outstanding service.”

Some of the menu items Beck will feature in his store include HOT-N-READY® Pizza, Crazy Bread®, Caesar Wings®, and Caesar Dips.

About Little Caesars

Little Caesars Pizza founders Michael and Marian Ilitch opened their first restaurant in Garden City, Michigan in 1959. Today, Little Caesars is the largest carry-out chain in the world 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 characters in the country, Little Caesar, that appeals to both adults and children.

Little Caesars is an Ilitch-owned company along with, the Detroit Red Wings, Detroit Tigers, Olympia Entertainment, Olympia Development, Blue Line Foodservice Distribution, Champion Foods, Uptown Entertainment, Little Caesars Pizza Kit Fundraising Program, and a variety of venues within these entities.

For more information about prime franchising opportunities with Little Caesars or the Little Caesars Veterans Program, visit www.LittleCaesars.com

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