



Little Caesars®

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Former Finance Professionals Invest in Little Caesars Pizza

Entrepreneurial Ambitions Lead to Second Career

DETROIT – Several individuals from the financial industry have transitioned into second careers as Little Caesars Pizza franchisees. “With my finance background, I am experienced in looking at investments from every angle and I was extremely impressed with the Little Caesars franchise opportunity,” said Brian Beisser, a former financial specialist in the U.S. banking industry. “When I researched franchise ownership with Little Caesars Pizza and studied the proven business model, I was motivated to make my career change with the brand.”

Beisser, 26, and his fiancée, Happi Smith, 31, worked at a major U.S. bank before they opened their first Little Caesars Pizza store in Savannah, Ga. After learning about the benefits of the Little Caesars franchise opportunity from one of their clients at the bank who owns several Little Caesars locations, Beisser and Smith decided to transition into small business ownership with the well-known brand.

With their strong business acumen, many former finance professionals have identified Little Caesars as an opportunity to become part of a brand that provides value, quality and convenience. Additionally, they have identified the benefits of owning a business that offers significant growth opportunities.

David Scrivano, president and CEO of Little Caesar Enterprises, Inc., understands why professionals from industries such as finance would want to invest with the brand. “Little Caesars Pizza offers a simple operating model that professionals from a diverse set of backgrounds can appreciate,” Scrivano said. “Former finance professionals are joining former automotive workers, marketing professionals, U.S. military veterans and others who are taking control of their futures.”

Ken Henderson, a former senior executive for a prominent bank in central Michigan, spent more than 30 years working in the banking industry before he opened his first Little Caesars location in the Wake Forest, N.C., area. “Becoming an entrepreneur with Little Caesars was a career transition I was ready to make,” said Henderson, 55. “With the ongoing support I receive from the corporate staff, and the six weeks of training both in the classroom and in stores, I am confident about my new investment and excited to open additional stores.”

Jeremy Duncan, a former owner of a small loans finance company, was in search of a franchise opportunity in the Alexandria, La., market when he came across the Little Caesars Web site and learned about investing in the brand. As Duncan, 36, discovered more about starting a second career with Little Caesars, he was drawn to the investment because it provided a unique opportunity to involve his entire family in the business.

“Little Caesars Pizza is a family-focused business,” said Duncan. “My wife and extended family are involved, and I am looking forward to my children learning the business.”

About Little Caesars Pizza

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 2009 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 third 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, Mike and Marian Ilitch’s 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 Pizza and available franchise opportunities, visit 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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