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Little Caesars® and Hasbro™ Invite Customers to Bring Home Fun for the Holidays

Hasbro Games to be featured on 9 million Little Caesars Pizza boxes

DETROIT - Little Caesars and Hasbro, Inc. (NYSE: HAS) have teamed up to offer a unique value-added customer experience, just in time for the holidays. "Bring Home Fun for the Holidays with Little Caesars and Hasbro Games" delivers a fully integrated national promotion, engaging consumers both at the national and local level. Beginning today and running through December 31, 2006, a national online sweepstakes will be running in conjunction with local in-store prize drawings at participating locations.

"We're very excited to be working with Hasbro to offer Little Caesars' customers opportunities to win great prizes to brighten their holidays," said Linda Jaworski, senior vice president of marketing, Little Caesar Enterprises, Inc. "At a time when families gather to celebrate and build memories, this promotion will enhance their time together by combining the quality and value of Little Caesars pizzas with the fun of Hasbro family-oriented games. It's a winning program with something for everyone."

Customers can visit www.game.com/games/littlecaesars and enter for a chance to win a grand-prize vacation for four to any Beaches Jamaica Resorts, with air travel provided by Air Jamaica. Other prizes include \$500 in Hasbro Games and online shopping sprees on hasbrotoyshop.com, and Little Caesars Gift Certificates. The online sweepstakes will run from November 1 through December 31, 2006.

"Little Caesars has long been known for its innovative promotions so the decision to link arms to launch a program featuring Hasbro games and puzzles heading into the holidays was an easy one," said Maryann Ricci, senior promotions manager at HPG, the licensing arm of Hasbro. "Together, we're bringing plenty to the table by feeding consumers' hunger for great food and good fun."

Customers who visit any participating Little Caesars store can receive an individual Family Game Bounceback (print piece applied to the pizza box top) while quantities last. Along with this print piece version of popular Hasbro games --- MEMORY, SCRABBLE JR., TRIVIAL PURSUIT® FOR KIDS and PERFECTION, the bouncebacks include a coupon for 10 percent off Hasbro Games at hasbrotoyshop.com.

Additionally, local Little Caesars prize drawings will be held at participating locations. One winner from each restaurant will receive a Family Fun Pack that includes a Hasbro Games Prize Pack (CLUE, TRIVIAL PURSUIT® FOR KIDS, BOGGLE, and DON'T BREAK THE ICE) and a Little Caesars Pizza Party (four Hot-N-Ready® pizzas, two Crazy Bread® and two Crazy Sauce®).

Communication elements to support the national online sweepstakes include free standing inserts, in-store point of purchase, and on-pack premiums. Little Caesars and Hasbro will utilize their highly trafficked websites, LittleCaesars.com and Hasbro.com to promote the sweepstakes.

Just 4 Fun Kids and Family Marketing is the Agency creating the promotion for Little Caesars and Hasbro.

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 world's largest carry-out pizza chain, and one of the top four international pizza chains with restaurants on five continents. Little Caesars is expanding in prime locations across the country, and provides franchisees with ongoing training and support. It has a wealth of experience in all aspects of successful restaurant operation, and has consistently achieved industry "firsts" with product and system innovations. In addition, Little Caesars offers strong brand awareness with one of the most recognized characters in the country, Little Caesar.

Part of the Ilitch Holdings' family of businesses, the company's primary business interests in the food, sports and entertainment industries include – Little Caesars Pizza, 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 Little Caesars, visit www.LittleCaesars.com

About HPG

HPG, the licensing arm of Hasbro, Inc. (NYSE: HAS), translates one of the industry's richest portfolios of brands into a world of fun and excitement for children and adults globally. Through a host of publishing, digital media, lifestyle and entertainment platforms, HPG is able to surround consumers of all ages worldwide with products that expand Hasbro's core brands, such as TRANSFORMERS, LITTLEST PET SHOP, MY LITTLE PONY, MONOPOLY, G.I. JOE, TONKA and PLAYSKOOL.

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About Beaches

Beaches Resorts is part of the Sandals' family, the Caribbean's largest operator of luxury, ultra all-inclusive resorts and has been voted the World's Best Family All-Inclusive Resort for nine years in a row. For more information about Beaches Resorts, call 1-800-BEACHES (1-800-232-2437) or visit the Web site at www.beaches.com.

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