



**Little Caesars**

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**LITTLE CAESARS PIZZA NAMES JAMES C. HARTENSTEIN  
VICE PRESIDENT, INTERNATIONAL**

**DETROIT** — Little Caesars Pizza today announced the appointment of James C. Hartenstein as vice president, International. In his new role, Hartenstein will have direct responsibility for all functions outside of the United States, for both existing countries and creating strategies to develop new markets. He will report to David Scrivano, president of Little Caesars.

“Jim is a strong addition to our team and we look forward to utilizing his vast experience and understanding of international franchising as we continue to grow our business worldwide,” said Scrivano. “With Jim, we are confident that we’ll continue to build our brand in existing markets and allow entry into new and underdeveloped markets.”

Hartenstein’s 25-year career includes more than a decade with Wendy’s in their International business. He was most recently the senior vice president of International for the Wendy’s/Arby’s group, where he was responsible for all international activities for both brands. He has spent his entire career in the International field for major multinational companies.

Hartenstein earned a bachelor’s degree in Economics from Denison University and an M.B.A. in International Management from Thunderbird (American Graduate School of International Management).

**About Little Caesars**

Little Caesars Pizza founders Michael and Marian Ilitch opened their first restaurant in Garden City, Michigan in 1959. Little Caesars added more stores in the world in 2009 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. 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 and available franchise opportunities, visit [www.LittleCaesars.com](http://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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