



Little Caesars®

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Little Caesars Pizza® Announces National Two-Day Promotional \$3.99 HOT-N-READY® Coupon Offer

DETROIT – Little Caesars Pizza today announced an incredible pizza promotion offered for the first time nationally on its large HOT-N-READY® pizza. In recognition of the Little Caesars Pizza Bowl, Little Caesars is offering a large HOT-N-READY® pizza for \$3.99 plus tax with a coupon for two days only, Dec. 26 and 27, at participating locations nationwide. The coupon is available at LittleCaesars.com.

“Our franchisees and colleagues across the country are excited about our sponsorship of the Little Caesars Pizza Bowl, and with this special promotion, they are able to share the bowl enthusiasm with their customers,” said Linda Jaworski, senior vice president, Marketing & Communications, Little Caesar Enterprises, Inc.

The 13th annual post-season college football bowl game featuring Ohio University and Marshall University takes place today beginning at 1 p.m. EST at Ford Field in Detroit, home to the NFL’s Detroit Lions and Super Bowl XL. The game is broadcast live on ESPN.

Little Caesars has enhanced its sponsorship of the game by providing customer promotions including the chance to win tickets to national bowl championship games; hotel, airfare and tickets to the Little Caesars Pizza Bowl; as well as Little Caesars pizza for a year.

“This promotion is further evidence that Little Caesars is a leader in providing value for its customers while serving high-quality products,” Jaworski said. “For the last two years, Little Caesars has been named ‘Best Value in America’ of all quick-serve restaurant chains.”

The \$3.99 promotion applies only to a large HOT-N-READY® original round pepperoni pizza purchased with a coupon at LittleCaesars.com. The offer is valid only at participating Little Caesars locations and is not valid with other offers. There is a limit of one coupon per order, per visit.

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About the Little Caesars Pizza Bowl

The Little Caesars Pizza Bowl is the Midwest's only major college football bowl game. The 2009 bowl will mark the 13th year that the bowl has brought major college bowl action to Detroit.

About Little Caesars

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 2008 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 second 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, 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.

** "Highest-Rated Chain – Value for the Money" based on a nationwide survey of quick-service restaurant consumers conducted by Sandelman & Associates, 2008*

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