



Contact: Kathryn Oldham, Little Caesars, 313-471-6398

FOR IMMEDIATE RELEASE

September 16, 2010

**LITTLE CAESARS LOVE KITCHEN SERVES FREE PIZZA
TO NEEDY IN HOUSTON**

HOUSTON, TX – Nearly two years after the Little Caesars Love Kitchen and volunteers fed almost 5,000 people in the Houston area who were affected by Hurricane Ike, the pizza kitchen on wheels is returning to feed people in need. The Little Caesars Love Kitchen will serve fresh Little Caesars pizza meals to approximately 500 people at the Star of Hope Mission on September 17 and approximately 400 people at the Salvation Army Harbor Light Center on September 18.

The Little Caesars Love Kitchen travels across the continental United States and Canada meeting the needs of the hungry, the homeless and disaster survivors.

“The Love Kitchen was created to provide quality meals for people who need them,” said Little Caesars local franchisee Michael Knoblock. “As a franchise owner and member of the Houston business community, I realize the need to support people when they need it and help make the community stronger. We’re excited to support this program with food and staff to provide a quality meal for people who otherwise may not get one.”

The Little Caesars Love Kitchen has fed more than two million people in 48 states and four Canadian provinces. It has also responded to disasters such as the recent floods in North Dakota and Iowa, the hurricanes in the Gulf Coast area in 2008 and in 2005, the site of the World Trade Center attacks on Sept. 11, 2001, and the 1995 Federal Building bombing in Oklahoma City. Established by Little Caesars in 1985, the Love Kitchen exemplifies Little Caesars’ strong tradition of giving back to America’s communities.

“We know that it’s important to reach out to the communities where we do business, and help make a difference,” said Ben Mielke, vice president, Southwest Zone, Little Caesar Enterprises, Inc. “As a family company, we are proud that our company stores and our franchisees are working together in Houston to coordinate the vehicle, staff and food and to be there for people in Houston who need assistance.”

Former Presidents Bill Clinton and George H.W. Bush awarded The President’s Volunteer Action Award Citation to Little Caesars for its volunteers’ contributions to the Love Kitchen. Little Caesars also received a Presidential Citation for Private Sector Initiatives for the Love Kitchen program under the Reagan administration. It has received a certificate of appreciation from the State of Michigan and was recognized by the Detroit City Council for its efforts in the Gulf Coast region.

“Serving to Make a Difference”

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Local Little Caesars franchise owners and company regional offices donate all food and labor costs for the Love Kitchen servings. An estimated 50,000 Little Caesars franchise owners and employees have volunteered their time over the years to support the program in their local communities.

About Little Caesar Enterprises, Inc.

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, Michael 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*

FOR MEDIA INFORMATION ONLY

In order to reach the truly needy, we feel that we should devote our attention to feeding the clientele at each location, who are familiar with the feeding schedule. In covering the serving as a news story, we would therefore appreciate that you not mention the time of the serving.

Friday, September 17, 2010

Location: Star of Hope Mission
6897 Ardmore St.
Houston, TX 77054

Time: 4:30 p.m.

Saturday, September 18, 2010

Location: Salvation Army Harbor Light Center
2407 N. Main St.
Houston, TX 77009

Time: 4 p.m.

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