

Ilitch Holdings, Inc.



For Release: February 9, 2006

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Little Caesars' Love Kitchen Provides Hot Pizza Meals to Detroit's Hungry

DETROIT, Mich. – Doing its part to keep the spirit created by Super Bowl XL alive, the Little Caesars Love Kitchen is serving hot pizza meals to more than 2,500 people in need this week at local Detroit homeless shelters and soup kitchens.

By Friday, February 10, the Little Caesars Love Kitchen will visit:

The Capuchin Soup Kitchen, 1820 Mount Elliot (2/6)
St. Peter Episcopal Church, 1950 Trumbull and Michigan Ave. (2/7)
Coalition on Temporary Shelters (COTS), 26 Peterboro & Woodward Ave. (2/8)
Detroit Rescue Mission, 3535 Third St. (2/8)
Fort Street Presbyterian Church, 631 West Fort St. (2/9)
St. Aloysius Warming Center, 1209 Washington Blvd. (2/10)

“Little Caesars created the Love Kitchen to provide nutritious meals for people who need them, and we’re committed to helping people in need here at home,” said David Scrivano, president, Little Caesar Enterprises, Inc. “We’ll continue this tradition next year – and in future years -- to support S.A.Y. Detroit (Super All Year) by again serving the main soup kitchens and shelters in Detroit in February, and doing our part to help meet a very real need that will continue past Super Bowl XL.”

The Love Kitchen, a pizza kitchen on wheels, travels across the continental United States and Canada meeting the needs of the hungry, the homeless and disaster survivors.

“As a family company we feel that it’s important to reach out to families to help make a difference in our community,” said Scrivano. “We’re proud to work together with our franchisees and company-owned stores to coordinate the vehicle, staff and food to be there with a quality meal for people who need assistance.”

Since its inception in 1985, The Love Kitchen has served more than 1.6 million people, and approximately 100,000 in the last four months of 2005 alone as it responded to the need created by hurricanes Rita and Katrina.

In 2006, in addition to serving the Detroit community, the Love Kitchen is scheduled to serve meals of hot pizza to the hungry and homeless East of the Mississippi River.

The Love Kitchen visits soup kitchens and homeless shelters, and has responded to disasters including the recent hurricanes in the Gulf Coast Area, the site of the World Trade Center attacks on September 11, 2001, and the Alfred P. Murrah Federal Building bombing in Oklahoma City in 1995.

The Little Caesars Love Kitchen has received presidential proclamations from the Reagan, Bush and Clinton administrations, as well as a certificate of appreciation from the State of Michigan.

Little Caesars Pizza founders Michael and Marian Ilitch opened their first restaurant in Garden City, Michigan in 1959. Today, Little Caesars is one of the top international pizza chains with restaurants on five continents. Little Caesars has a wealth of expertise in all aspects of successful restaurant operation from site selection to local store marketing ideas, and the personnel to support the community. In addition, Little Caesars offers strong brand awareness with one of the most recognized characters in the country that appeals to both adults and children. For more information about Little Caesars, the Love Kitchen, and prime franchising opportunities visit www.LittleCaesars.com or call 1.800.553.5776.

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, MotorCity Casino, Uptown Entertainment, Little Caesars Pizza Kit Fundraising Program, and a variety of venues within these entities. The holding company's 2005 total combined revenues exceeded \$1.5 billion.

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