



Little Caesars® Pizza

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Little Caesars Pizza Announces Plans for Growth

Receives Prestigious Recognition in Four Key Categories from Sandelman & Associates

DETROIT, Mich. – Little Caesar Enterprises, Inc. today announced plans to substantially increase its franchisee base and expand into untapped markets. The goal is to add hundreds of franchisees over the next several years and add hundreds of stores worldwide in 2006, with a primary focus on domestic development. The move follows years of significant sales increases resulting from strong national brand recognition, fresh, quality products and outstanding value for customers, and the Company projects continued future growth.

“Little Caesars has experienced five consecutive years of significant sales increases and we plan to continue this trend by focusing on what works for us: providing a convenient, high quality product with great value for a low cost,” said David Scrivano, president, Little Caesar Enterprises, Inc. “We have a winning strategy because our product and systems uniquely meet customers’ needs. That makes customers happy, and also creates an exceptionally strong business opportunity for franchisees.”

In 2005 alone, more than three billion pizzas were sold nationwide¹. Of the \$30 billion U.S. pizza industry, 35% is take-out², and Little Caesars is the world’s largest carry-out chain.

“I’ve been lending to Little Caesars franchisees, as well as franchisees with other brands for 15 years, and the Little Caesars opportunity is the best I’ve seen,” said Gary Vetter, president, Crossroads Financial, LLC.

“Little Caesars is a growing franchise with a recognized and strong brand,” said Bob Mazziotti, senior vice president, Franchise Development, Little Caesar Enterprises, Inc. “There are great locations available and opportunities for individuals desiring more independence and success with a system that works, and we’re looking for highly capable franchisee candidates to join our team in markets across the country.”

As part of its plan to maintain continued growth, Little Caesars supports franchisees with the tools of a proven system, including ongoing training, architectural services to help with design and construction, preferred lenders to assist with financing, the ongoing research and development of new products, and continuing, effective marketing promotions.

“As one of the world’s most popular foods, pizza is consumed by 94 percent of the U.S. population³. We’ve been hearing from these customers and they want us in their neighborhoods. We want to answer that call with quality products that support their lifestyles,” said Scrivano. “We

¹ *Pizatoday.com*. Retrieved on January 17, 2006 from <http://pizatoday.com>

² *Pizatoday.com*. Retrieved on January 17, 2006 from <http://pizatoday.com>

³ *Pizza Industry Facts*. Retrieved on January 17, 2006 from <http://pizzaware.com/facts.htm>

offer customers a large, hot pizza that's ready when they are for \$5.00 at participating locations. Our pizzas are created with fresh dough made daily in every store, fresh, never-frozen cheese and sauce made with vine-ripened tomatoes.”

Little Caesars recently earned significant recognition from Sandelman & Associates in their seventh annual, 2005 Quick-Track® “Awards of Excellence” for quick-service restaurant chains. Little Caesars received recognition as the Highest Rated Pizza Chain in four out of 12 customer satisfaction attributes: Value for the Money, Speed of Service, Convenience of Locations and Overall Appeal to Kids. On two attributes (Value and Convenience) Little Caesars was ranked in the top three of 58 quick-service chains rated on 12 key quality attributes. The awards are based on a research study that tracks quality attributes in 61 major markets across the U.S.

For more information about Little Caesars and locations throughout the United States and Canada, visit www.LittleCaesars.com or call 1.800.553.5776.

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 four pizza chains and the largest carry-out chain internationally 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, Little Caesar, that appeals to both adults and children.

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, MotorCity Casino and a variety of venues within these entities.

Note to editors: For Little Caesars images, visit ilitchholdings.com and click on “image gallery”.

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