



**Little Caesars®**

**For Release:** July 27, 2009

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## **Women Choose Little Caesars to Pursue Entrepreneurial Goals**

***Former stay-at-home mom, grocery store manager, Little Caesars supervisor and pizza industry veteran take control of professional destiny***

**DETROIT** – Women who seek financial independence and greater control over their futures are becoming franchisees with Little Caesars. Whether looking to accomplish professional goals, wanting to get the whole family involved in a business or transitioning career paths during the economic downturn, women are investing in the well-known pizza brand to meet their goals.

David Scrivano, president of Little Caesar Enterprises Inc., said the company, which was co-founded by pioneering entrepreneur Marian Ilitch, values the role of women in business. “We recognize that women entrepreneurs bring unique perspectives and strengths to their businesses,” Scrivano said. “Little Caesars offers a dynamic business opportunity for women looking to go into business for themselves.”

To support their franchisees and to maintain its continued growth, Little Caesars offers the tools of its 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 programs.

Starting a new professional career as a business owner is challenging and many women find it to be a satisfying and rewarding journey.

“I’ve worked for Little Caesars my entire professional career and have experienced the company’s family-oriented atmosphere and simple business model,” said Marina Papaia, a Little Caesars franchisee in the San Diego area who began her career with Little Caesars as a cashier in the 1980s.

Promoted from cashier to assistant manager and then manager, Papaia worked closely with several franchisees in the Little Caesars system. She saw the potential for success and decided to pursue business ownership for herself.

“As a wife and mother of three children, it is personally gratifying to provide a stable future for my children with a business that provides ample opportunity for growth,” Papaia said.

Papaia also enjoys the opportunity to give back to her community, and she embraces the company's commitment to giving back by providing pizza for events at more than 20 schools throughout the San Diego area.

Elena Shepherd, who took over five Little Caesars pizza locations in Northeast Ohio after the death of her husband in 2007, never thought she would see the day when she would transition from her stay-at-home mom role to running a multi-unit restaurant business.

"When I lost my husband, I had to learn from scratch how to run five pizza locations while supporting my two children in college. It was the high level of support from Little Caesars' corporate office that made me realize that I could do it," she said. "I would recommend Little Caesars to any woman wanting to start a new professional career as a business owner."

Shepherd oversees more than 70 employees across her five locations and plans to open a sixth Little Caesars store in the near future. "I am proud of what I have accomplished," said Shepherd. "I know my husband would be so proud of my success."

After relinquishing her duties as supervisor of six pizza restaurants with a competitor, Maddie Chinault of Greenville, N.C., put her life's savings into buying a Little Caesars location. It was the Little Caesars simple business model and ease of operations that led her to invest in the brand and pursue her dream of owning her own business.

Chinault set her focus and long-term goal on becoming a small business owner to secure the financial future of her family. Chinault, a single parent, hopes to one day teach the business to her son. She is surpassing even her own expectations as she is well on her way to opening upwards of 10 additional Little Caesars locations in the Greenville region.

Others at Little Caesars have recognized her ambition and passion for her work, and have selected her to be a part of the Little Caesars President's Council, a group of franchisees that meet throughout the year with company leadership to express opinions and ideas on behalf of Little Caesars franchise owners.

"Maddie has shown that with hard work and dedication, one can surpass even their own personal expectations," Scrivano said. "Maddie's leadership skills and experience in the pizza industry make her an asset to the council. We place a high value on her input."

Calleen Farrell agrees that the Little Caesars support system is second to none. "As a former manager of a well-known grocery store chain for 15 years, I felt my growth was limited," explains Farrell. "With Little Caesars, everyday I experience a new challenge that helps me grow personally and professionally."

When Farrell began looking for other career options, she learned about the Little Caesars opportunity from her cousin, who owns three Little Caesars locations.

"I highly recommend to other women looking for investment opportunities to join the Little Caesars franchise system," added Farrell. "From the simple business model to

the support and resources available from the corporate office, Little Caesars stands alone against other opportunities.”

### **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](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, 2008*

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