



**Little Caesars®**

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## **Little Caesars® Pizza Reaches Milestone with Innovative Veterans Program**

**DETROIT, Mich.** – Little Caesar Enterprises, Inc., today achieved a major milestone with its pioneering Little Caesars Veterans Program. The company is conducting its first three day training class for six U.S. Veterans who have been awarded franchise opportunities in Georgia, Indiana, Michigan, New York and Ohio.

Launched on Veterans Day in 2006, the Little Caesars Veterans Program creates an opportunity for veterans to become Little Caesars franchise owners. The Little Caesars Veterans Program lessens some of the hurdles for those who may not otherwise have the opportunity or the financial resources to become entrepreneurs.

Through this program, qualified, honorably discharged veterans are eligible to receive a benefit of \$10,000, and service-disabled veterans are eligible for a benefit of up to \$68,000. Since its inception, the program has received more than 1,100 inquiries from military veterans throughout the United States.

“We’re very pleased to welcome these veterans as Little Caesars franchisees and it’s exciting to see them starting new careers and becoming business owners,” said David Scrivano, president, Little Caesar Enterprises, Inc. “We are very happy with the response the Little Caesars Veterans Program has received, and how it provides exceptional business opportunities for those who have served and sacrificed for their country and now wish to serve their communities.”

Said Vince Tripoli, a veteran and new Little Caesars franchisee, “The Little Caesars Veterans Program is making a difference for veterans like me. It has given me the opportunity to take my life in a new direction and become an entrepreneur. I’m looking forward to putting the knowledge I gain from the training programs into practice when I open my first store in southeast Michigan later this year.”

The inaugural training class will provide the new franchisees with an overview of the required six week training program in which all Little Caesars franchisees participate, as well as specific instruction on the Little Caesars operating system in the store environment, real estate and site selection. Participants will also have the opportunity to talk with Little Caesars executives and company founder Michael Ilitch.

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“I believe that the skills I learned in the military, including a focus on teamwork, dedication and a familiarity with processes, will help me be an effective Little Caesars franchisee,” said veteran Patricia Evans, who will open a Little Caesars store in Valdosta, Georgia. “I’m excited about owning my own business and making decisions on a daily basis that impact the bottom line, as well as participating in the Valdosta community.”

Little Caesars franchisees and veterans Robbie Doughty and Lloyd Allard, who opened their first Little Caesars store in Paducah, Ky, in February, 2007, will also participate in the class and offer insights about their experiences as entrepreneurs to-date. The training will conclude with a celebratory gathering at Comerica Park where Doughty will throw out the first pitch as the Detroit Tigers take on the Baltimore Orioles on May 2, 2007.

### **About Little Caesars**

Little Caesars Pizza founders Michael and Marian Ilitch opened their first restaurant in Garden City, Michigan in 1959. Today, Little Caesars is the largest carry-out pizza chain internationally with restaurants on five continents. Little Caesars is growing in prime markets across the country, and offers qualified franchisee candidates an entrepreneurial business opportunity with a proven system as a foundation. Franchisees are given a myriad of tools and resources including ongoing training, architectural services to help with design and construction, preferred lenders to assist with financing, as well as management training and marketing, among many others. 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, the Detroit Tigers, Olympia Entertainment, Olympia Development, Blue Line Foodservice Distribution, Champion Foods, Uptown Entertainment, Little Caesars Pizza Kit Fundraising Program, and a variety of venues within these entities. For more information about Little Caesars and available markets and territories, visit <http://www.LittleCaesars.com> or call 1.800.553.5776.

### **Note to Editors:**

Little Caesars franchisees participating in the training class include:

Vince Tripoli: U.S. Army, Sergeant E5  
Patricia Evans: U.S. Navy, Petty Officer  
Mark Molina: U.S. Marine Corp, Sergeant  
Robert Jones: U.S. Air Reserve, Staff Sergeant  
Robert Flores: U.S. Air Force, Tech Sergeant  
Michael Slater: U.S. Army, Specialist 4<sup>th</sup> class

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