



Little Caesars®

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Multi-brand Owners Choose Little Caesars® Pizza for Growth

DETROIT – Little Caesar Enterprises, Inc. is growing in prime markets across the country, attracting the attention of multi-brand franchisees with an appetite for business growth and opportunity. In fact, some multi-brand franchisees have found Little Caesars so rewarding that they have divested other interests to focus on their Little Caesars business.

“My experience with Little Caesars has been so satisfying that I sold other interests, including my cellular phone, ice cream and bakery businesses in the past 18 months to completely concentrate on growing my Little Caesars franchise,” said Zach Miller, 30, Little Caesars franchisee in Tacoma, Washington. “The opportunity for growth, coupled with the franchise services support I have received from Little Caesars corporate offices, which is the standard to which I compare all others, made the choice clear. I’m continuing my growth with Little Caesars by opening another location, bringing the total number of stores I’ve opened to seven in less than two years.”

In 2007, Little Caesars attracted more new franchisees than in any other year, and new franchisees opened more new stores than had been opened in any year within the last decade. Little Caesars is growing in areas across the country, with a primary focus on New England, other East Coast markets and Midwest cities.

“Little Caesars welcomes operators who franchise with other brands because they have experience running a business. This experience provides an excellent background by which to judge our system,” said Bob Mazziotti, senior vice president, franchise development, Little Caesar Enterprises, Inc. “Overwhelmingly, they appreciate our system. We frequently hear about the value they place on our simple operating model, and the outstanding value of our products. Little Caesars is a great opportunity for entrepreneurs desiring more independence with a system that works.”

Little Caesars is a strong, globally recognized brand that 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 programs and support.

“After selling my interests with another quick-serve franchisor, I focused on growing with Little Caesars,” said Brian Conneran, 45, Little Caesars franchisee in North Dakota and Minnesota. “In the last two years I’ve opened seven stores, and I plan to open three more in 2008. The great products, simple operating model, and opportunity for growth have made Little Caesars the most profitable and the most personally rewarding out of the six different brands that I have franchised with in several industries.”

About Little Caesars

Little Caesars Pizza founders Michael and Marian Ilitch opened their first restaurant in Garden City, Michigan in 1959. Little Caesars built more stores in the U.S. in 2007 than any other pizza chain and today is the largest carry-out chain internationally 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. 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.

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, available franchise opportunities and markets, and the Little Caesars Love Kitchen, visit www.LittleCaesars.com or call 1.800.553.5776.

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