



**Little Caesars**

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## **Little Caesars® Pizza Opens in Piqua, Ohio**

**Piqua, Ohio** - Little Caesar Enterprises, Inc. celebrated the grand opening of its most recent location in Piqua, Ohio as Little Caesars franchisee Jim Batsakes opened his doors for business at 646 W. Water St. "I'm excited to bring the very best in pizza carry-out to Piqua," said Batsakes. "I look forward to offering a large, fresh, pepperoni pizza that's ready when my customers are, with no waiting or need to call ahead."

Before becoming a Little Caesars franchisee, Batsakes was an operating partner with a full-service pizza restaurant in Michigan. He has also worked in management for various national restaurant chains.

"When I was researching franchising opportunities I was looking for a simple operating model and a winning concept," added Batsakes. "I chose Little Caesars because the concept is especially well positioned to grow in today's economy since it offers consumers outstanding value: a high quality, convenient product for a great price. The value Little Caesars provides is something families can really appreciate at a time when they are looking to stretch their dollar."

Giving back to the communities in which Little Caesars does business has been part of the company's philosophy since 1959. As a new business owner, Batsakes plans to support local organizations and community events in Piqua and the surrounding area. "Customers have been excited about our store opening," said Batsakes. "I am eager to get involved and support efforts that are important to the community."

Little Caesars uses fresh ingredients, including dough made fresh in stores, fresh, never-frozen cheese, and sauce made with vine-ripened tomatoes. Some of the menu items Batsakes will feature in his store include HOT-N-READY® Pizza, Crazy Bread®, Caesar Wings® and Caesar Dips®.

"Little Caesars is growing across the country and is well known for its great value, quick service, and tremendous appeal to families," said David Gray, national vice president, franchise services, Little Caesar Enterprises, Inc. "We look forward to serving the residents of Piqua with delicious Little Caesars pizza and other great tasting products in their community."

In one of the largest U.S. quick serve restaurant research studies in 2007, Little Caesars was named the best value for the money of all quick serve restaurant chains.\* Sandelman & Associates' Quick-Track® research study tracks key consumer behavioral and attitudinal measures for all major fast-food chains. Surveys were conducted among more than 84,000 quick service restaurant customers in 70 major markets across the U.S. Little Caesars was also named highest rated pizza chain for "Convenience of Locations" and "Speed of Service."

Little Caesars was listed by the Small Business Administration (SBA) as one of the best loan performers among franchises with more than 60 SBA-guaranteed loans.\*\* Little Caesars also works with preferred lenders who understand the business, which becomes increasingly important as it gets more difficult for entrepreneurs to secure financing in today's economy.

### **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 2008 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, including 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 the 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, 2007.

\*\* Source: Coleman Report, an annual compilation of performance data on thousands of SBA-guaranteed franchise loans.