

DETROIT, Feb., 2002-For pizza lovers, the year is off to a great start, with an exciting "new and improved" pizza from Little Caesars!

Little Caesars is re-introducing its deep-dish pizza after making some quality changes to the original recipe. The square pan pizza is prepared with a thicker dough product, baked with olive oil and loaded with nearly 35 percent more pepperoni than the original recipe. The pizzas are then cut into eight generous triangle-cut slices, allowing everyone to enjoy a crunchy, delicious crust-edge.

Corporate executives and franchisees at the top carry-out pizza chain worked together to create this great-tasting product that customers are sure to love. The pizza will be available at participating restaurants nationwide.

"The product is delicious, and appeals to the entire family. We're excited about the addition of this new and improved, great tasting pizza to our menu of Pizza!Pizza!®, sandwiches, salads and breads," said Dave Scrivano, senior vice president of administration for Little Caesars.

Little Caesars Pizza founders Michael and Marian Ilitch opened their first restaurant in Garden City, Michigan in 1959. Today, Little Caesars, one of the top international pizza chains, operates restaurants on five continents.