



**Little Caesars**

FOR RELEASE: DECEMBER 11, 2006

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## **Little Caesars Pizza Helps Customers Welcome the Holidays With New Gift Cards**

DETROIT, Mich. – Little Caesars will make holiday gift giving a little more convenient this season with the introduction of its new gift cards. “From our innovative “Pizza! Pizza!®” concept to our convenient, value-oriented HOT-N-READY® program, Little Caesars has a history of providing convenience and quality,” said David Scrivano, president, Little Caesar Enterprises, Inc. “Now our Little Caesars gift cards make purchasing and giving our quality products even easier.”

Little Caesars gift cards make terrific stocking stuffers or Secret Santa gifts for family, friends or co-workers. Once the holidays are over, the gift cards can be purchased for a variety of occasions, such as a birthday gift, graduation present, or for a first time college student going off to school.

Little Caesars gift cards, available now at most locations, will replace traditional paper gift certificates with the convenience of a pre-paid card. Consumers can purchase the gift cards in any increment at participating Little Caesars stores. The unused balance will remain on the card, and there is no expiration date. In addition, there are no service fees.

“Little Caesars is always exploring ways meet our customers’ needs by helping them put a quality meal on the table while making the most of their time. Our new gift cards provide them with another way to do that, and to also give ‘a gift with taste,’” said Scrivano.

### **About Little Caesars**

For more information about Little Caesars, visit [www.LittleCaesars.com](http://www.LittleCaesars.com)

Little Caesars Pizza founders Michael and Marian Ilitch opened their first restaurant in Garden City, Michigan in 1959. Today, Little Caesars is the world’s largest carry-out pizza chain, and one of the top four international pizza chains with restaurants on five continents. Little Caesars is expanding in prime locations across the country, and provides franchisees with ongoing training and support. It has a wealth of experience in all aspects of successful restaurant operation, and has consistently achieved industry “firsts” with product and system innovations. In addition, Little Caesars offers strong brand awareness with one of the most recognized characters in the country, Little Caesar.

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, 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.

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