



Little Caesars®

Little Caesars Quick Facts

- Michael and Marian Ilitch opened the first Little Caesars Pizza in 1959 in Garden City, Michigan. Under their leadership, Little Caesars has grown to be one of the top four international pizza chains with restaurants on five continents. Both remain involved in the business today.
- Little Caesars has experienced significant sales increases over the last six years and has far outpaced the industry for five consecutive years.
- Little Caesars is one of America's most identifiable brands, and our fun-loving logo character, Little Caesar, is recognized on five continents.
- Little Caesars has a track record of highly recognized product and promotional innovations, including the popular "Pizza! Pizza!®" offering (buy one, get one free), HOT-N-READY® products and Crazy Bread®.
- Little Caesars' products are made with fresh, high-quality ingredients. Each pizza begins with dough made fresh in every store, fresh, never-frozen cheese and sauce made with vine-ripened tomatoes.
- Caesar Dips™, a line of 6 dipping sauces which allow customers to customize pizza, Crazy Bread, Caesar Wings and other Little Caesar menu items, are available at participating locations, and include Buttery Garlic, Ranch, Buffalo, Buffalo Ranch, Chipolte and Cheezy.
- Little Caesars is a good corporate citizen, providing jobs and often offering a great experience for young, first-time employees.
- Little Caesars Love Kitchen is a pizza restaurant on wheels that has fed nearly two million homeless and hungry people since its inception in 1985. The Love Kitchen served more than 100,000 victims of hurricanes Katrina and Rita in the last four months of '05 and served 10,000 people and visited 60 locations in '06. It has won three presidential commendations for its service to communities throughout the U.S. and Canada.
- Little Caesars has sponsored AAA Youth Hockey since 1968 and amateur hockey since 1979, providing opportunities for young players.
- The Little Caesars Veterans Program provides franchise business opportunities to qualified, honorably discharged veterans transitioning to civilian life or seeking a career change. The program offers qualified, honorably discharged veterans a benefit of \$10,000, and service-disabled veterans are eligible for a benefit of up to \$68,000.
- Little Caesars is one of the hottest concepts in the pizza industry with more open territory than any other national pizza chain. We are aggressively pursuing expansion in both the domestic and

international marketplace and are currently found in more than 20 international markets. Our fresh image and strong marketing concepts have attracted a record number of franchise inquiries over the past year.

- Little Caesars makes gift giving easier on customers with the launch of its gift card program replacing traditional paper gift certificates with a pre-paid card.

- Little Caesars is part of the Ilitch Holdings family of businesses. The company's primary business interests are in the food, sports and entertainment industries and include Little Caesars Pizza, the Detroit Red Wings, Detroit Tigers, Olympia Entertainment, Little Caesars Fundraising Program, Blue Line Foodservice Distribution, Uptown Entertainment, Olympia Development, L.L.C., Champion Foods, and Fox Theatre.