



**EMBARGOED Until January 6, 2009**

## **LITTLE CAESARS® PIZZA ANNOUNCES INDUSTRY-LEADING FRANCHISE PROGRAM FOR CANADIAN VETERANS**

***Innovative program provides veterans with opportunities to utilize leadership skills;  
Benefit for qualified, medically released veterans is up to \$35,000***

**Toronto** – Little Caesars Pizza announced today its unique Little Caesars Canadian Veterans Program, which provides franchise business opportunities to qualified, honourably released veterans transitioning to civilian life or seeking a career change.

“The Little Caesars Veterans Program was launched by Little Caesars in the U.S. in 2006 and is making a difference for veterans,” said Richard Greville, general manager and vice president, Little Caesars of Canada. “Little Caesars wants to provide a similar opportunity to Canadian veterans to help make a difference for them. Our founder Michael Ilitch, a former U.S. Marine, believes very strongly in giving back. The Little Caesars Veterans Program does just that by helping veterans return home with business opportunities.”

Little Caesars has many prime locations currently available throughout the country and the Little Caesars Canadian Veterans Program provides the following benefits for all qualified veterans:

- Franchise fee reduced by \$5,000 for the first new store
- \$5,000 credit on the initial equipment order

Medically released veterans are eligible for greater benefits up to \$35,000:

- Franchise fee (\$20,000) waived for the first new store
- Additional financing options and benefits (up to approximately \$3,000)
- \$10,000 credit on the initial equipment order
- Grand Opening support from leading national companies (approximately \$2,000)

“Helping to create opportunities for our veterans is a win-win for both the veterans and Little Caesars,” explained Greville. “Veterans have a chance to become entrepreneurs, own their own business and get involved in their communities. Little Caesars benefits by adding hard working, committed, qualified franchisees who know how to achieve goals as part of a team.”

As part of its plan for continued growth, Little Caesars supports franchisees with the tools of a proven system. Tools include 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 ongoing, effective marketing resources.

“We are excited to be introducing this program in Canada and believe that it offers an exceptional business opportunity to veterans who are seeking new career options,” said Greville. “Little Caesars is growing and we will continue to focus on what we do best: providing convenient, high quality products for a great value.”

Little Caesars has developed relationships with The Transition Assistance Program (T.A.P. part of the Department of National Defense – Veterans Affairs Canada Centre for the support of injured veterans and their families), Veterans Affairs Canada and Right Management (a job placement partnership contracted by Veterans Affairs Canada to help honorably released veterans transitioning to work in civilian life).

### **About Little Caesars**

Little Caesars Pizza founders Michael and Marian Ilitch opened their first restaurant in Garden City, Michigan in 1959. Of the \$3 billion Canadian pizza industry, 35 percent is take-out. Little Caesars is the world’s largest take-out pizza 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.

For more information about the Little Caesars Canadian Veterans Program and prime franchising opportunities please visit <http://littlecaesars.ca/veterans/veterans-program.asp>.

Contact:

Kathy Motton  
High View Communications  
416-322-5897 ext. 221  
kmotton@highviewcommunications.com