



Little Caesars

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CONTACT: Kathryn Oldham
Little Caesars
248.885.1194

Jamie Izaks
Fishman Public Relations
847.945.1300 ext. 228

**LITTLE CAESARS® LOVE KITCHEN® SERVES FREE PIZZA TO NEEDY
IN GREATER BOSTON AREA**

BOSTON, MA. – The Little Caesars Love Kitchen will roll into the Greater Boston area to provide fresh, hot pizza meals for 500 people in need at area shelters this week.

A big-rig pizza kitchen on wheels, the Little Caesars Love Kitchen travels across the continental United States and Canada, meeting the needs of the hungry, the homeless and disaster survivors.

“The Little Caesars Love Kitchen was created to provide quality meals to people in need,” said Little Caesars franchisee, Jared Beal, who along with partners Mark Payne, Chris Elwell and Rocky Jagir opened the Little Caesars location this week in Haverhill and will open another in Lynn in early-June. “As area residents and members of the business community, it is important for us to help make our neighborhoods stronger. We are thrilled to be able to provide support in the way of a quality meal for people who otherwise may not get one.”

The Little Caesars Love Kitchen has fed approximately two million people in 48 states and three Canadian provinces. It has also responded to disasters such as the hurricanes in the Gulf Coast, the site of the World Trade Center attacks on Sept. 11, 2001, and the 1995 Federal Building bombing in Oklahoma City. Established by the Ilitch family in 1985, the Love Kitchen exemplifies Little Caesars’ strong tradition of giving back to America’s communities.

“Giving back has been part of the way Little Caesars does business since shortly after the first store opened in 1959,” said David Scrivano, president, Little Caesar Enterprises, Inc. “As a family company, we are proud to work with our franchisees and company-owned stores to coordinate the Love Kitchen vehicle, staff and food and to be there for the people in Greater Boston who need assistance.”

Former U.S. Presidents Bill Clinton and George Bush awarded The President's Volunteer Action Award Citation to Little Caesars for its volunteers' contributions to the Little Caesars Love Kitchen. Little Caesars also received a Presidential Citation for Private Sector Initiatives for the Love Kitchen program under the Reagan administration.

Continuing the Tradition of Giving Back

Another example of how Little Caesars gives back is the Little Caesars Veterans Program. Created under the direction of Michael Ilitch, founder and chairman of Little Caesars, the program provides U.S. military veterans business ownership opportunities as they transition to civilian life or seek a career change. It offers honorably discharged service-disabled veterans who qualify as Little Caesars franchisees a benefit of up to \$68,000. Honorably discharged non-service-disabled veterans are eligible for a benefit of \$10,000.

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 2007 than any other pizza chain and today is the largest carry-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 with one of the most recognized characters in the country, Little Caesar, that appeals to both adults and children.

In addition to Little Caesars Pizza, Ilitch companies in the food, sports and entertainment industries include – 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. Marian Ilitch also owns MotorCity Casino Hotel.

For more information about Little Caesars and available franchise opportunities and markets, visit www.LittleCaesars.com or call 1.800.553.5776.

INFORMATION FOR MEDIA ONLY:

In covering the pizza serving as a news story, we would appreciate it if you would not mention the time of the serving to ensure that we are helping the truly needy. Publicizing the serving on the day of the event without specifying the serving time is appreciated.

Tuesday, May 27, 2008:

Location: Emmaus House – Safe Haven
127 How Street, Haverhill, MA 01831

Time: 4:00 p.m. - 6:00 p.m.