



Little Caesars®

For Release: July 29, 2008

Contact: Kathryn Oldham
313.983.6398

Little Caesars® Pizza Opens in Aiea, Hawaii

Hawaii Opening Follows Recent Store Opening in Alaska

Aiea, Hawaii - Little Caesar Enterprises, Inc. today celebrates the grand opening of its newest location on the island of Oahu in Aiea, Hawaii at 99-080 Kauhale St. "Aiea is a great pizza market and we're excited to bring the very best in pizza carry-out to the island of Oahu," said Thomas E. Metzger, Little Caesars franchisee. "We look forward to offering a large, fresh, pepperoni pizza that's ready when Aiea consumers are, with no waiting or need to call ahead."

Veterans in the hospitality and food service industries with more than 50 years of combined experience, Metzger and his business partner Larry Harris expect to open their second Little Caesars store in September on the island of Oahu at 94-450 Mokuola St. in Waipahu. Metzger and Harris have the exclusive rights to open Little Caesars stores in Hawaii and plan to open upwards of 15 stores over the next five years.

Little Caesar Enterprises, Inc., also recently celebrated the grand opening of its location in Anchorage, Alaska as Little Caesars franchisee, Gulshan Kumar, opened his doors for business on June 26, at 2001 E. 88th Avenue, Suite 102B. "I believe Alaskan pizza lovers will really appreciate the industry-leading value, quality and convenience Little Caesars provides," said Kumar.

A former pizza restaurant manager, Kumar is excited about the opportunity to be his own boss and make decisions that directly impact his business' bottom line. He plans to grow the Little Caesars brand in Anchorage by opening three additional stores over the next two years.

"Little Caesars is growing across the country and is well known for its great value, quick service, and tremendous appeal to families," said David Gray, national vice president, franchise services, Little Caesar Enterprises, Inc. "We are eager to serve the residents of Hawaii and Alaska with delicious Little Caesars pizza and other great tasting products."

Some of the menu items featured in the Hawaii and Alaska stores include HOT-N-READY® Pizza, Crazy Bread®, Caesar Wings® and Caesar Dips®. Little Caesars uses high quality products, including dough made fresh in stores, fresh, never-frozen cheese, and sauce made with vine-ripened tomatoes.

Giving back to the communities in which Little Caesars does business has been part of the company's philosophy since shortly after the franchise began in 1959. Metzger and Harris recently donated over 300 books to the Friends of the Library of Hawaii, a non-profit organization that helps provide literacy initiatives to schools across the Hawaiian Islands. In addition, they will donate \$1.00 for each HOT-N-READY® pizza sold during their first day of business to the organization. Kumar also plans to support local organizations and community events in Anchorage and the surrounding area.

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 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, Olympia Entertainment, Olympia Development, Blue Line Foodservice Distribution, Champion Foods, Ilitch Holdings, Inc., Uptown Entertainment, Little Caesars Pizza Kit Fundraising Program, and a variety of venues within these entities. Michael Ilitch owns the Detroit Tigers. Marian Ilitch owns MotorCity Casino Hotel.

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

#