



**Little Caesars**

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**U.S. MILITARY VETERAN OPENS STORE UNDER  
LITTLE CAESARS VETERANS PROGRAM**

*Innovative Program Provides Benefit  
up to \$68,000 for Service-Disabled Veterans*

**Austintown, Ohio** – Little Caesar Enterprises, Inc. today celebrates the grand opening of another store to open under the Little Caesars Veterans Program, as former Army Specialist Michael Slater opens his doors for business at 4774 Mahoning Ave. in Austintown, Ohio.

“I am excited to start this chapter in my life with a company that shows outstanding support to veterans through its Little Caesars Veterans Program,” said Slater. “My family and I, along with our dedicated crew, are happy to be opening our first store. We look forward to providing the Austintown community with quality products at a great value with unmatched convenience.”

The Little Caesars Veterans Program was created to thank veterans for their service, and provide them with career opportunities when they transition to civilian life or seek a career change. It offers honorably discharged, service-disabled veterans such as Slater, who qualify as Little Caesars franchisees, a benefit of up to \$68,000. Honorably discharged, non-service-disabled veterans who qualify as Little Caesars franchisees are eligible for a benefit of \$10,000.

“With talented veterans such as Michael joining the Little Caesars team, the Little Caesars Veterans Program continues to grow and provide veterans with business ownership opportunities,” said David Scrivano, president, Little Caesar Enterprises, Inc. “The skills Michael honed in the military, such as teamwork, dedication and a familiarity with processes, will help him become an effective Little Caesars franchisee.”

Since launching on Veterans Day 2006, interest has remained high for the Little Caesars Veterans Program. Currently, 30 veterans have been approved to become Little Caesars franchisees and more than 2,000 inquiries have been made about the program. Several more U.S. military veterans are expected to open stores under the program in the coming months.

A former Detroit area resident, Slater was discharged from the Army in 1970 and transitioned to a second career with Ford Motor Company as a stationary steam engineer. For 30-years he demonstrated his dedication and loyalty to the auto industry and retired in 2003 to focus on operating a janitorial services company. While exploring his career options, Slater discovered the Little Caesars Veterans Program and an opportunity to enter into business ownership with his family.

“With Little Caesars’ proven system, simple business model and ongoing training and support I’m looking forward to growing my business with my family,” said Slater. “As new business members in the community, we plan to continue Little Caesars’ nearly 50 year history of giving back by supporting local organizations and community events in Austintown and the surrounding area. We’re excited about this opportunity.”

Some of the menu items Slater will feature in his store include HOT-N-READY® Pizza, Crazy Bread®, Caesar Wings® and Caesar Dips®.

In one of the largest U.S. quick serve restaurant research studies in 2007, Little Caesars was named, for the first time, the “best value for the money” of all quick serve restaurant chains. Sandelman & Associates’ Quick-Track® research study tracks key consumer behavioral and attitudinal measures for all major fast-food chains. Surveys were conducted among more than 84,000 quick service restaurant customers in 70 major markets across the U.S. Little Caesars was also named highest rated pizza chain for “Convenience of Locations” and “Speed of Service.”

The Center for Veterans Enterprise (part of the Department of Veterans Affairs), Marine For Life (an organization that helps Marines and Sailors transition to civilian life), and the International Franchise Association (through its VetFran program) are points of contact for the Little Caesars Veterans Program. They can provide information about the requirements and qualifications of becoming a Little Caesars franchisee.

### **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, 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, The Little Caesars Veterans Program and available franchise opportunities and markets, visit [www.LittleCaesars.com](http://www.LittleCaesars.com) or call 1.800.553.5776.

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