



**Little Caesars®**

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## **LITTLE CAESARS® PIZZA TARGETS NEW ORLEANS FOR MAJOR GROWTH**

*Internationally Recognized Carry-Out Pizza Chain  
to Award Franchise Opportunities to Local Entrepreneurs*

**DETROIT, MI** – Industry leader Little Caesars, well known for its innovative “Pizza!Pizza!®” promotion and more recently, the convenient, value and quality oriented HOT-N-READY® offering, has selected New Orleans as a key market to grow its chain. “From its historic French Quarter to the city’s jazz scene, New Orleans is one of the nation’s most spirited cities and we are excited to bring the best in carry-out pizza to this market,” said David Scrivano, president, Little Caesar Enterprises, Inc.

Over the next ten years, Little Caesars plans to open 30 locations throughout the New Orleans-area and employ approximately 900 local residents. Currently, there are three Little Caesars locations in nearby cities – Terrytown, Harvey and Marrero.

“Little Caesars’ products really fit the lifestyle of consumers in New Orleans,” said Wayne Harrison who, with his wife Robin, left his Little Caesars corporate position to become a New Orleans-area franchisee in 2005. “We continue to build a strong business around our great tasting products. Plus, Little Caesars provides franchisees with exceptional training and support to launch and operate the business.”

Illustrating the commitment Little Caesars makes to its franchisees, the company arranged for the Harrisons to return to corporate positions when hurricane Katrina struck New Orleans just three weeks before the scheduled opening of their first location.

“Despite the significant damage caused by Katrina, we were determined to become Little Caesars franchisees in New Orleans,” said Robin. “As Little Caesars corporate employees, we saw first hand the level of support the company provides its franchisees, and our experience certainly illustrates that. Today, our business is growing, and we’re excited to be part of the New Orleans community, and its continued recovery.”

The Harrisons celebrated the opening of their third location in New Orleans in December 2007 and project owning a total of five to seven Little Caesars locations over the next five years.

Development throughout the New Orleans area is part of Little Caesars’ strategic growth plan to create a strong market presence in prime residential, family-oriented U.S. locations. Little Caesars has experienced six consecutive years of significant sales increases and is working to continue this trend by providing a convenient, high quality product with great value for a low cost.

In addition, Little Caesars will be participating in the 2008 Katrina Economic Development Summit Business Expo located at the Westin Hotel New Orleans Canal Place on February 7, 2008. The carry-out pizza chain will have franchise license advisors available from 9:00 a.m. to 4:30 p.m. to talk with franchisee candidates about Little Caesars business ownership opportunities.

“Little Caesars is proud to be part of the economic revival of one of the most unique cities in America by providing investment and job opportunities,” Scrivano said. “The entrepreneurial spirit is the backbone of the American way of life, and we look forward to working with more entrepreneurs as Little Caesars grows in New Orleans.”

“I’ve been lending to Little Caesars franchisees, as well as franchisees with other brands for 15 years, and the Little Caesars opportunity is the best I’ve seen,” said Gary Vetter, president, Crossroads Financial, LLC. “Little Caesars offers the opportunity for franchisees to be entrepreneurs, and to own their own business and make decisions that impact the bottom line and their future. After observing this as a lender to Little Caesars franchisees, I became a Little Caesars franchisee myself in 2006.”

### **About Little Caesars**

Little Caesars Pizza founders Michael and Marian Ilitch opened their first restaurant in Garden City, Michigan in 1959. Today, Little Caesars is the largest carry-out pizza chain in the world 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, who appeals to both adults and children.

Little Caesars is an Ilitch-owned company along with, 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.

For more information about prime franchising opportunities with Little Caesars visit [www.LittleCaesars.com](http://www.LittleCaesars.com) or call 1.800.553.5776.

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