



EMBARGOED UNTIL January 24, 2007

LITTLE CAESARS LOVE KITCHEN SERVES FREE PIZZA TO NEEDY IN PADUCAH

Local Little Caesars Franchisees Help Make a Difference

PADUCAH, KY. –The Little Caesars Love Kitchen will roll into McCracken County’s Riverside Mission* to provide fresh Little Caesars pizza meals for people in need on January 24, 2007. The Little Caesars Love Kitchen also will visit other sites in the area, feeding more than 200 people total.

A 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 Paducah community is supporting me every step of the way as I begin my new business venture and I wanted to show my appreciation by helping people in the area,” said local Little Caesars franchisee Robbie Doughty. “It’s important to participate in activities like this, and my business partner, Lloyd Allard, and I are happy to be bringing the Little Caesars Love Kitchen here as a reflection of our commitment to our community.”

Doughty, a service-disabled U.S. veteran, and fellow veteran Allard, who served in the 3rd Battalion 5th Special Forces Group in the Sunni Triangle with Doughty, opened their first Little Caesars franchise on Jan. 22, 2007.

“We are excited to become entrepreneurs, and we really believe in Little Caesars’ philosophy of giving back to the communities that support them,” said Allard. “Providing a hot, fresh pizza meal to those in our community who otherwise might not receive it is a natural fit for us.”

Local Little Caesars franchise owners and company regional offices donate all food and labor costs for the Love Kitchen servings. An estimated 40,000 Little Caesars franchise owners and employees have volunteered their time over the years to support the program in their local communities.

“As a family company, we know that it’s important to reach out to the communities that support our business and make a difference,” said David Scrivano, president, Little Caesar Enterprises, Inc. “We are proud to work together with our local franchisees Robbie and Lloyd, to coordinate the vehicle, staff and food and to be there for people in Paducah and surrounding areas who need assistance.”

Established by the Ilitch family in 1985, the Little Caesars Love Kitchen has since fed nearly 2 million people in the US and Canada. It has also responded to disasters such as the hurricanes in the Gulf Coast Area, the site of the World Trade Center attacks on September 11, 2001, and the 1995 Federal Building bombing in Oklahoma City.

Former Presidents Bill Clinton and George Bush awarded The President's Volunteer Action Award Citation to Little Caesars for its volunteers' contributions to the Love Kitchen. Little Caesars also received a Presidential Citation for Private Sector Initiatives for the Love Kitchen program under the Reagan administration. It has received a certificate of appreciation from the State of Michigan.

Doughty and Allard are planning to celebrate the grand opening of their store with Michael Ilitch, who along with Little Caesars Pizza is the owner of the 2006 American League Champion Detroit Tigers and the 10-time Stanley Cup franchise Detroit Red Wings, on February 1, 2007.

Mr. Ilitch read about Doughty when he was profiled in a November 23, 2004 USA Today article. Ilitch was so moved by Doughty's courage and determination to recover from his injuries that he contacted Doughty and, after getting to know him, offered him a business opportunity: to open his own Little Caesars franchise in his hometown of Paducah, Kentucky.

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 world's largest carryout pizza chain, and one of the top four international pizza chains with restaurants on five continents. Little Caesars is expanding in prime locations across the country, and provides franchisees with ongoing training and support. It has a wealth of experience in all aspects of successful restaurant operation, and has consistently achieved industry "firsts" with product and system innovations. In addition, Little Caesars offers strong brand awareness with one of the most recognized characters in the country, Little Caesar.

INFORMATION FOR MEDIA ONLY:

In order to reach the truly needy, we feel that we should devote our attention to feeding the clientele at each location. In covering the serving as a news story, we would therefore appreciate that you not mention the time of the serving. Publicizing the serving beforehand or on the day of the event is appreciated.

*** *Wednesday, January 24, 2007:***

Location: River City Mission
1466 Bechtold Rd.
Paducah, KY 42003

Time: 11:00 a.m.

Doughty and Allard will be present at the River City Mission Feeding.

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