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**FORMER NAVY PETTY OFFICER BECOMES FIRST WOMAN TO OPEN
STORE UNDER LITTLE CAESARS® VETERANS PROGRAM**

Innovative Program Provides business ownership opportunity and \$10,000 Benefit to U.S. Military Veteran; up to \$68,000 Benefit to Service-Disabled Veterans

Valdosta, GA – Little Caesar Enterprises, Inc. today celebrates the grand opening of the fifth store to open under the Little Caesars Veterans Program as U.S. military veteran and Little Caesars franchisee Patricia Evans opens her doors for business at 1650 F Baytree Road in Valdosta, Georgia. “The Little Caesars Veterans Program has provided me the opportunity to transition to a new career as my family and I begin the next chapter in our lives,” said Evans. “I am proud to be the first woman to open a store under this program, and I’m excited to be part of a strong and growing franchise system that is dedicated to helping U.S. military veterans.”

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 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, such as Evans, are eligible for a benefit of \$10,000.

“With talented veterans such as Patricia 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 Patricia honed in the military, such as teamwork, dedication and a familiarity with processes, will help her become an effective Little Caesars franchisee. We hope Patricia’s opening will encourage other female veterans to consider business opportunities through the Little Caesars Veterans Program.”

Since launching on Veterans Day 2006, interest has remained high for the Little Caesars Veterans Program. Currently, nearly two dozen veterans have been approved to become Little Caesars franchisees and more than 1,400 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.

“The training and support Little Caesars provides has allowed me to enhance the leadership and management skills I developed in the military and in past professional experiences,” Evans added. “My family and I are looking forward to becoming active members in the Valdosta community and offering high quality products with great convenience and value.”

Evans served in the U.S. Navy for five years, two of which were spent in Adak, Alaska. Before joining Little Caesars she owned and operated a chicken farm in Florida, raising chickens with her two sons, Vince and Andrew, who will also help run the Little Caesars pizza business.

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

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. 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, that 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 or the Little Caesars Veterans Program, visit www.LittleCaesars.com

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