



Little Caesars

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Contact: Michael Johnson
313.983.6422

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

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

Stafford, Virginia – Little Caesar Enterprises, Inc. today celebrates another store grand opening under the Little Caesars Veterans Program as U.S. Veteran and Little Caesars franchisee, Richard Cozier, opens his doors for business at 1465 Stafford Market Place, Suite 109 in Stafford, Virginia.

“I am excited to start this next chapter in my life with a company that supports veterans through the Little Caesars Veterans Program,” said Cozier. “My family and I, along with our dedicated crew, are excited to be opening our first store. We look forward to providing the Stafford community with outstanding value by offering Little Caesars’ top quality pizza made with fresh ingredients for a great price.”

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, such as Cozier, a benefit of up to approximately \$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 Richard 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 Richard honed in the military, such as teamwork, dedication and a familiarity with processes, will help him become an effective Little Caesars franchisee.”

Cozier retired from the United States Air Force in 1996 and transitioned to a second career with General Calibration Inc. as a lab manager. In addition, he has spent the last ten years in the Air Force inactive reserves. While exploring his career options, he discovered the Little Caesars Veterans Program and an opportunity to become an entrepreneur.

“I felt it was time for a career change,” said Cozier. “I wanted to go into business for myself and the challenging economy motivated me to become more independent and take more control of my financial future. Little Caesars is growing at a time when many other companies are not, and it’s a great opportunity for me.”

Little Caesars was recently listed by the Small Business Administration (SBA) as one of the best loan performers among franchises with more than 60 SBA-guaranteed loans.* Cozier received an SBA loan through its new Patriot Express loan initiative, which uses a streamlined and expedited SBA loan process and provides approved veterans and their spouses funding for a variety of business purposes including, but not limited to, leasehold improvements, inventory, start-up costs and working capital.

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.”

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

Since launching on Veterans Day 2006, interest has remained high for the Little Caesars Veterans Program. Currently, more than 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.

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, 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, The Little Caesars Veterans Program and available franchise opportunities and markets, visit www.LittleCaesars.com or call 1.800.553.5776.

** Source: Coleman Report, an annual compilation of performance data on thousands of SBA-guaranteed franchise loans.*

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