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## **Veteran Who Inspired Little Caesars Veterans Program Opens Second Location**

**Clarksville, TN** – The U.S. Iraq War veteran who inspired the program that to-date has provided business opportunities for nearly two dozen U.S. military veterans today celebrates the opening of his second Little Caesars location. Former Army Staff Sergeant Robbie Doughty and his business partner former Chief Warrant Officer Lloyd Allard are opening the doors to their new location at 1780 Tiny Town Road in Clarksville, TN.

“While I am honored to be the inspiration for the Little Caesars Veterans Program, it is even more gratifying to see Little Caesars providing franchise opportunities to other members of the U.S. military veterans community,” said Doughty. “Since opening our first location in Paducah, Kentucky, Lloyd and I have hoped that our experience would encourage other veterans to explore business opportunities with Little Caesars.”

Nearly a year ago Doughty and Allard stood side-by-side with Michael Ilitch, who in addition to Little Caesars Pizza is also the owner of the Detroit Tigers and the 10-time Stanley Cup franchise Detroit Red Wings, for the opening of their first Little Caesars location. Ilitch read about Doughty in a November 23, 2004 *USA Today* article and was so moved by Doughty’s courage and determination after losing both his legs in an Iraqi roadside explosion that he called Doughty to thank him for serving his country. After many conversations, Ilitch offered Doughty a business opportunity: to open his own Little Caesars Pizza franchise in his hometown of Paducah, Kentucky. Doughty accepted Ilitch’s offer and followed his suggestion to find a business partner.

“Lloyd and I are excited to be opening another store and bringing Little Caesars to Clarksville,” said Doughty. “Lloyd will be running this new store, and I’ll focus on growing the Paducah market. The ongoing training and support Little Caesars provides has enabled us to expand.”

“I’m proud to be opening this store in my home town,” said Allard. “I’m looking forward to joining the Clarksville business community and offering high quality products with great convenience and value. I think Little Caesars will be a great fit for consumers and I’m excited that my family will also be involved in the business.”

Since launching on Veterans Day 2006, interest has remained high for the Little Caesars Veterans Program. Currently, six stores have opened under the program, and more than 1,400 inquiries have been made about it. Several more U.S. military veterans are expected to open stores under the program in the coming months.

“With talented veterans such as Robbie and Lloyd joining the Little Caesars team and building more stores, 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 veterans hone in the military, such as teamwork, dedication and a familiarity with processes, will help them become effective Little Caesars franchisees.”

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

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.

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

### **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](http://www.LittleCaesars.com).

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