



Little Caesars

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U.S. Military Veteran Opens Store Under Little Caesars Veteran Program

Innovative Program Provides New Opportunity After Auto Industry Career

Jacksonville, N.C. – Little Caesar Enterprises, Inc. today celebrates the grand opening of another store under the Little Caesars Veterans Program, as former U.S. Marine Corps Corporal Steve Yoho opens his Little Caesars Pizza store for business at 461 Western Boulevard in Jacksonville, North Carolina.

“I am honored to be part of a program that has been recognized nationally for its commitment to the country’s military veterans,” said Yoho. “Little Caesars is supportive of veterans and I am proud to be opening my business in Jacksonville under this program.”

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. Little Caesars offers honorably discharged, non-service-disabled veterans who qualify as Little Caesars franchisees, such as Yoho, a benefit of \$10,000. Honorably discharged service-disabled veterans who qualify as Little Caesars franchisees are eligible for a benefit of up to approximately \$68,000.

“With talented veterans such as Steve joining the Little Caesars team, the Little Caesars Veterans Program continues to grow and give veterans business ownership opportunities across the country,” said David Scrivano, president, Little Caesar Enterprises, Inc. “The skills Steve honed in the military, such as teamwork, dedication and a familiarity with processes, will help him become an effective Little Caesars franchisee. We’re proud to have Steve as part of our team.”

Born and raised in Detroit, Michigan, Yoho was in the U.S. Marine Corps from 1988 to 1992. He was based out of Camp Lejeune and served as a Small Arms Repairman and Primary Marksmanship Instructor during three separate military operations – *Operation Just Cause* (Panama), *Operation Sharp Edge* (Liberia) and *Operation Desert Storm* (Iraq). Upon being honorably discharged, Yoho worked in Detroit’s automotive engineering field for 16 years. Facing the current tough economic climate, he was considering his options for the next phase of his career. Yoho researched the Little Caesars Veterans Program and knew the timing was right for him and his family to make the transition into business ownership.

“In these difficult economic times, I realized that it was an opportune time to begin a new career and gain independence as a business owner,” said Yoho. “Combining the skills I learned in the military with the tools, knowledge and ongoing training and support from Little Caesars, I am prepared to grow my pizza restaurant in southeast North Carolina.”

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

(more)

In one of the largest U.S. quick serve restaurant research studies in 2007, Little Caesars was named 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.”

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.**

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 in the coming months under the program.

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.

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** “Highest Rated Chain – Value for the Money” based on a national survey of quick service restaurant consumers conducted by Sandelman & Associates, 2007.*

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