

“LITTLE CAESARS PIZZA TARGETS ATLANTA FOR MAJOR GROWTH” RELEASE SUPPORT INFORMATION

Little Caesars Franchisee Support

All franchisees receive support and tools to help grow their business, including ongoing training, architectural services to help with design and construction, ongoing research and development of new products, and continuing, effective marketing promotions. Little Caesars also works with preferred lenders to assist with financing. In addition, franchisees also participate in a six week training program in Little Caesars' Detroit area stores and corporate headquarters designed to help teach them to run their business successfully.

Little Caesars plans to upwards of 40 locations throughout the metropolitan Atlanta area and surrounding counties by late 2010, and to employ more than 800 local residents. Plans also call for opening upwards of one hundred locations in the area and employing more than 2,000 in 10 years.

Ideal target sites for Little Caesars' carry-out concept include commercial spaces of 1,200 square feet in residential retail areas as well as in strip centers close to schools, businesses, shopping districts and other recreation areas.

Metropolitan Atlanta is home to nearly five million people and approximately 130,000 businesses¹. Its vibrant economic growth makes it a leading business capital of the Southeast. Atlanta was ranked among the top ten locations in attracting new business and investment, and also received number one spot in Inc. Magazine's March 2004 ranking of the "Best Places for Entrepreneurs/Business²."

Little Caesars' fresh image and strong marketing concepts attracted a record number of franchise inquiries in 2005. A minimum of \$50,000 in liquid, unencumbered assets and \$150,000 net worth are required to qualify to own a Little Caesars franchise. The initial investment ranges from \$175,000 - \$390,000 for an in-line store. This investment includes a \$20,000 franchise fee and the franchise fee for each additional unit is \$15,000.

Building A Brand

Started as a single store in 1959, Little Caesars began franchising in 1962 and today has grown to one of the top four international pizza chains with restaurants operating in more than 20 countries across five continents. Little Caesars offers customers a large, hot pizza that's ready when they are with no waiting or need to call ahead for \$5.00 at

¹ *A Look At Atlanta, Executive Profile*. Retrieved on March 13, 2006 from <http://www.metroatlantachamber.com/macoc/business/img/alookatatlanta.pdf>

² *A Look At Atlanta, Executive Profile*. Retrieved on March 13, 2006 from <http://www.metroatlantachamber.com/macoc/business/img/alookatatlanta.pdf>

participating locations. Little Caesars' pizzas are created with fresh dough made daily, fresh, never-frozen cheese and sauce made with vine-ripened tomatoes.

Known for its many innovations in the quick serve segment, Little Caesars has a track record of highly successful product and promotional innovations, including the popular "Pizza!Pizza!"[®] promotion (buy one, get one free), Hot-N-Ready[®] and Crazy Bread[®]. Little Caesars was also the first pizza concept to have a carry-out window, among other industry "firsts."

Little Caesars earned significant recognition from Sandelman & Associates in their seventh annual, 2005 Quick-Track[®] "Awards of Excellence" for quick-service restaurant chains. Little Caesars received recognition as the Highest Rated Pizza Chain in four out of 12 customer satisfaction attributes: Value for the Money, Speed of Service, Convenience of Locations and Overall Appeal to Kids. On two attributes (Value and Convenience) Little Caesars was ranked in the top three of 58 quick-service chains rated on 12 key quality attributes. The awards are based on a research study that tracks quality attributes in 61 major markets across the U.S.