



**Little Caesars®**

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**FOR RELEASE: JULY 20, 2006**

## **LITTLE CAESARS PIZZA TARGETS ATLANTA FOR MAJOR GROWTH**

*Local entrepreneurs have prime franchising opportunity*

**DETROIT, Mich** – Industry-leader Little Caesars, well known for its innovative “Pizza!Pizza!” promotion and more recently, the convenient, value-oriented HOT-N-READY® promotion, has selected Atlanta as a key market to grow its chain with quality products and outstanding value to customers. “Atlanta is a terrific market and we look forward to growing here,” said David Scrivano, president, Little Caesar Enterprises, Inc.

Little Caesars plans to open upwards of one hundred locations in the area and employ more than 2,000 in 10 years. Currently, there are eight Little Caesars locations in the area – each serving great tasting HOT-N-READY® pizzas, and two under construction.

“Little Caesars offers area entrepreneurs one of the hottest concepts in the pizza business,” said Little Caesars Atlanta-area franchisee Byron Schoepf. “I’ve been a franchisee for two years, and I just opened a second store. Based on the terrific response I’ve received from my Atlanta customers, I plan to continue expanding my business to meet the demand, and Little Caesars provides me with the support I need to do that. Little Caesars’ products really hit home with this market, and I believe I can continue building a strong business around our products, quality and value. There is a lot of opportunity for entrepreneurs in the Atlanta market as Little Caesars expands.”

The Little Caesars HOT-N-READY® promotion includes a large, hot pizza that’s ready when consumers are with no waiting or need to call ahead for \$5.00 at participating locations. “At a time when families are working hard to stretch their budgets and make the most of their time, Little Caesars is helping them put a delicious pizza meal on the table without ‘breaking the bank’”, said Scrivano.

In 2005 alone, more than three billion pizzas were sold nationwide<sup>1</sup>. Of the \$30 billion U.S. pizza industry, 35% is take-out<sup>2</sup>. Little Caesars is the world’s largest take-out only pizza chain.

“I’ve been lending to Little Caesars franchisees, as well as franchisees with other brands for 15 years, and the Little Caesars opportunity is the best I’ve seen,” said Gary Vetter, president, Crossroads Financial, LLC. “Little Caesars offers the opportunity for franchises to be

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<sup>1</sup> *Pizzatoday.com*. Retrieved on January 17, 2006 from <http://pizzatoday.com>

<sup>2</sup> *Pizzatoday.com*. Retrieved on January 17, 2006 from <http://pizzatoday.com>

entrepreneurs, and to own their own business and make decisions that impact the bottom line and their futures.”

Development throughout Atlanta is part of Little Caesars’ strategic growth plans to create a strong market presence in prime residential, family-oriented locations. “Little Caesars has experienced five consecutive years of significant sales increases, and Atlanta is among the first cities to be targeted in the company’s strategic national expansion,” “Atlanta’s metropolitan area leads the nation in population expansion, business growth and employment opportunities, which make it a great market for new franchisees. Little Caesars’ concept appeals to entrepreneurs and business people seeking more independence. We’re actively seeking highly capable franchisees to take advantage of this opportunity in Atlanta,” said Scrivano.

### **About Little Caesars**

For more information about prime franchising opportunities with Little Caesars, visit [www.LittleCaesars.com](http://www.LittleCaesars.com) or call 1.800.553.5776.

Little Caesars Pizza founders Michael and Marian Ilitch opened their first restaurant in Garden City, Michigan in 1959. Today, Little Caesars is the world’s largest carry-out pizza chain, and one of the top four international pizza chains with restaurants on five continents. Little Caesars is expanding in prime locations across the country, and provides franchisees with ongoing training and support. It has a wealth of experience in all aspects of successful restaurant operation, and has consistently achieved industry “firsts” with product and system innovations. In addition, Little Caesars offers strong brand awareness with one of the most recognized characters in the country, Little Caesar.

Part of the Ilitch Holdings’ family of businesses, the company’s primary business interests in the food, sports and entertainment industries include – Little Caesars Pizza, 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.

Note to editors: For Little Caesars images, and a profile of Little Caesars Atlanta-area franchisee Byron Schoepf, visit [ilitchholdings.com](http://ilitchholdings.com) and click on “image gallery”.

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