



Little Caesars®

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LITTLE CAESARS® PIZZA TARGETS SAVANNAH FOR MAJOR GROWTH

*Internationally Recognized Carry-Out Pizza Chain
to Award Franchise Opportunities to Local Entrepreneurs*

DETROIT, MI – Industry leader Little Caesars, well known for its innovative “Pizza!Pizza!” promotion and more recently, the convenient, value and quality oriented HOT-N-READY® offering, has selected the Savannah area as a key market to grow its chain. “Savannah combines a rich, historic past with a thriving cosmopolitan area and strong business community, and we are excited to bring the best in carry-out pizza to this growing, dynamic market,” said David Scrivano, president, Little Caesar Enterprises, Inc.

Over the next ten years, Little Caesars plans to open 15 locations in the Savannah area and employ approximately 450 local residents. Currently there are two Little Caesars locations in nearby cities – Hinesville and Richmond Hill.

“Savannah offers a vibrant environment that is attractive to entrepreneurs and residents,” Scrivano said. “That setting, as well as the lifestyles and buying habits of the city’s expanding residential population, make Savannah an ideal market for Little Caesars franchise growth. Families are working hard to stretch their budgets and their time. We look forward to expanding our offering of a large, fresh, pepperoni pizza that’s ready when Savannah consumers are, with no waiting or need to call ahead.”

Development throughout the Savannah area is part of Little Caesars’ strategic growth plan to create a strong market presence in prime residential, family-oriented U.S. locations. Little Caesars has experienced six consecutive years of significant sales increases and plans to continue this trend by providing a convenient, high quality product with great value for a low cost.

“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 franchisees to be entrepreneurs, and to own their own business and make decisions that impact the bottom line and their future. After observing this as a lender to Little Caesars franchisees, I became a Little Caesars franchisee myself in 2006.”

“Little Caesars is a perfect fit for Savannah, which has a history of welcoming entrepreneurs, and a diverse workforce with a strong work ethic,” said Bob Mazziotti, senior vice president of franchise development, Little Caesar Enterprises, Inc. “There has never been a better time for Savannah’s entrepreneurs to join Little Caesars and become part of a proven system that works.”

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, who 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 visit www.LittleCaesars.com or call 1.800.553.5776.

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