

Little Caesars® Veterans Program

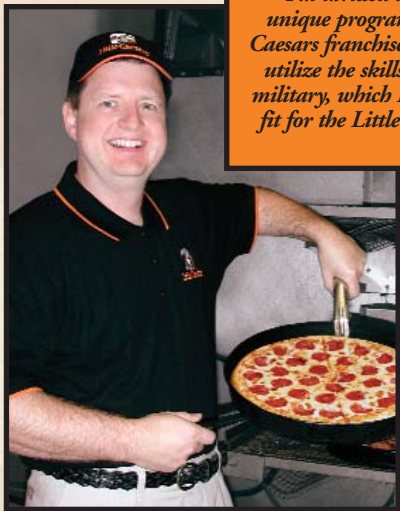
★ PROGRAM BENEFITS ★

ALL QUALIFIED VETERANS

The Little Caesars Veterans Program provides the following benefits for all qualified veterans: a \$5,000 reduction of the franchising fee for the first store, financing benefits, and a \$5,000 credit on the initial equipment order.

QUALIFIED SERVICE-DISABLED VETERANS

Service-disabled veterans are eligible for additional benefits, including a waived franchising fee (\$20,000) for the first store, additional financing options and benefits, a \$10,000 credit on the initial equipment order and grand opening support from leading national companies. The total benefit for service-disabled veterans is approximately \$68,000.



"I'm thrilled to be part of this unique program. Being a Little Caesars franchisee will allow me to utilize the skills I learned in the military, which I think are a great fit for the Little Caesars system."

—Rick Loz

Rick Loz is proud to be the first veteran to become a franchisee through the Little Caesars Veterans Program.



★ 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 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 U.S. and internationally, and provides franchisees with ongoing training and support. Known for its many innovations in the quick serve segment, Little Caesars has a track record of highly recognized product and promotional innovations, including the popular "Pizza!Pizza!" offering (buy one, get one free), HOT-N-READY® products and Crazy Bread®. In addition, Little Caesars offers strong consumer awareness with one of the world's most recognized brands and character icons, "Little Caesar."



FOR MORE INFORMATION ABOUT

Little Caesars® Veterans Program

FRANCHISE OPPORTUNITIES

PLEASE VISIT

LittleCaesars.com

Applications will be accepted through
December 31, 2008.

©2006 Little Caesar Enterprises, Inc., LC Trademarks, Inc.
2211 Woodward Ave., Detroit, MI 48201. 11441



Little Caesars® Veterans Program



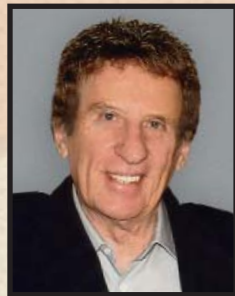
PROVIDING FRANCHISE OPPORTUNITIES TO VETERANS



★ HISTORY ★

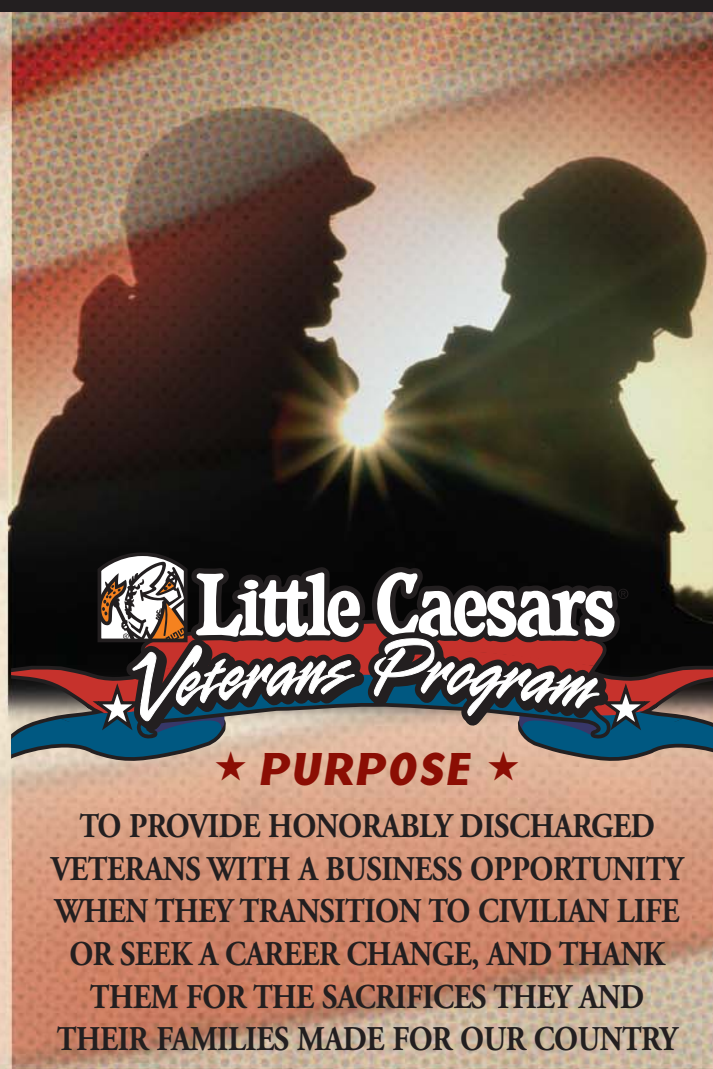
Little Caesars® believes in giving back to the people and the communities that support our business across the country. We also believe that our veterans, the men and women who have given so much to serve our country, should return home with business prospects to help them achieve their hopes and dreams. We created the Little Caesars Veterans Program to honor qualified veterans and provide them with an opportunity to become Little Caesars franchise owners. We're proud to work with key suppliers to create a unique program with significant credits and benefits that can help veterans transitioning to civilian life or seeking a career change.

Little Caesars founder Mike Ilitch, a former Marine and former Detroit Tigers minor league baseball player, is familiar with facing transitions. After suffering an injury that abruptly ended his baseball career, Mr. Ilitch had to determine what to do next.



*Little Caesars Founder,
Mike Ilitch*

His baseball skills weren't as useful off the field, and he never forgot the struggle of trying to answer the question "what now?" After investing his life savings to start Little Caesars with his wife Marian in 1959, he knows the rewards of building a business. The Little Caesars Veterans Program was created out of this experience.



★ PURPOSE ★

TO PROVIDE HONORABLY DISCHARGED VETERANS WITH A BUSINESS OPPORTUNITY WHEN THEY TRANSITION TO CIVILIAN LIFE OR SEEK A CAREER CHANGE, AND THANK THEM FOR THE SACRIFICES THEY AND THEIR FAMILIES MADE FOR OUR COUNTRY

"The Little Caesars Veterans Program provides honorably discharged and disabled service members with an outstanding opportunity to utilize their leadership skills to run a business. The significant credits and discounts, as well as special financing options, make this truly unique program a valuable and excellent option for our service members who transition to the civilian workforce each year - especially our wounded warriors who have sacrificed greatly for our Corps and country."

LT. COL. FRANCIS PICCOLI
U.S. Marine Corps

★ FRANCHISE ★ OPPORTUNITIES

Little Caesars is looking for veterans with integrity and character who take initiative, utilize a teamwork management style and have a strong personal commitment to the business.

A Little Caesars

franchise provides business owners with the opportunity to become leaders in the communities they serve, maximize their potential and realize a strong sense of accomplishment by achieving goals and growing their business.



★ KEY ALLIANCES ★

- **Center for Veterans Enterprise (CVE)**, part of the U.S. Department of Veterans Affairs (VACVE@va.gov or toll-free 866.584.2344)

- **VetFran Program** – Little Caesars is a proud member of the International Franchise Association (IFA) and a participant in its VetFran program, which provides franchising opportunities to veterans (www.franchise.org under "programs and services").



- **Marine For Life** - Supports Marines and Sailors who honorably leave active service and transition to civilian life (www.M4L.usmc.mil, 866.M4L.USMC).

These organizations can provide information about the Little Caesars Veterans Program. They will assist veterans in understanding what it takes to become a Little Caesars franchisee.