



Little Caesars

Little Caesar Enterprises, Inc.
2211 Woodward Ave.
Detroit, MI 48201
800-553-5776
313-983-6435 fax
LittleCaesars.com

Dear Entrepreneur,

Thank you for your interest in becoming a Little Caesars® Pizza franchisee. Our franchise system has been built by people just like you – entrepreneurs who want a chance to live their dreams, pursue a business opportunity with a strong brand and an operating system already in place, and become active members of their communities.

This franchise information kit contains the material you need to start on the path to becoming your own boss. Please review the content to learn more about the Little Caesars family and how to become a part of our team. A third-party company conducted research in which 90 percent of Little Caesars franchisees rated their franchise experience as “excellent” or “very good.” We look forward to exceeding your expectations.

Little Caesars is an internationally-recognized brand and one of the top pizza chains in the world, attributed in part to our strong commitment and support of our franchisees and employees. Our restaurants can be found across the globe, creating delicious pizzas made with fresh, high-quality ingredients, and offering great value for a low cost.

To pursue a franchise with Little Caesars, please complete and return the attached application and requested data (see the enclosed checklist). Once we receive your information and establish preliminary approval, we will contact you to schedule a “discovery and interview day” at our headquarters in Detroit, Michigan.

Opening a Little Caesars franchise requires a strong personal commitment and active involvement in restaurant operations. Franchisee approval is based on a number of factors, including integrity, personal and financial qualifications, a high level of energy, positive attitude, dedication and leadership abilities.

This is an exciting time for Little Caesars, and I look forward to assisting you on your journey toward realizing your dreams by becoming a Little Caesars franchisee. Please feel free to call us at 800-553-5776 with any questions, or visit our web site at www.littlecaesars.com.

At Little Caesars, we're ready when you are!

Sincerely,

Bob Mazziotti
Vice President, U.S. Development
Little Caesar Enterprises, Inc.



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Little Caesars® Franchise Support: Helping You Achieve Your Goals

Franchise Services

Little Caesars has a strong, experienced franchise operations and support team to help you through the decision making process and help prepare you to manage your business. We work with preferred lenders who will review your financing needs. In addition, we provide guidance in restaurant operations and offer ideas and support tools to get your restaurant up and running.

Ongoing Training and Support

We also arm you with the knowledge needed to ensure the quality and consistency of our products. Basic and advanced operations certifications are offered, and refresher courses are available. Little Caesars colleagues have spent years perfecting the process and have developed specifications for operations. This enables franchisees to provide consistent, quality products, making the Little Caesars brand even more powerful with each new franchisee.

Our initial six-week training program for a Little Caesars franchisee includes:

- Making great products to Little Caesars' specifications
- Overall time management
- Employee supervision
- Cash management
- Customer service
- Marketing

Marketing managers will help identify the tools necessary for ongoing success, as well as ideas, direction and support tools to get your restaurant up and running. Support personnel will also visit your area periodically for special events, or to update you with the latest Little Caesars information.

Real Estate & Architecture

One of the most important decisions you will make as a Little Caesars franchisee is selecting a site for your restaurant. Our experienced Real Estate team will work with you to assist in finding the best site for your business. Some criteria to consider when choosing a location include:

- Visibility, accessibility and parking options
- Neighborhood/family population
- Average household income and ownership
- Number of schools
- Competitors' development activity

Once a site is selected, our Architecture and Design team goes into action. Little Caesars is a fun, family-oriented chain, and the design of our restaurants reflects that image to our customers and community. Our stores are light and bright, and inviting for customers. Our design concepts are affordable and flexible, and we tailor each restaurant to suit the selected site.



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Marketing & Communications

The Little Caesars® corporate marketing team has been the force behind many successful campaigns, including award-winning commercials featuring our fun-loving character “Little Caesar,” our Pizza!Pizza!® campaign that changed consumer buying habits and the pizza industry forever, and our current campaign aimed at today’s time-starved customers. Our cutting-edge creative keeps the Little Caesars image fresh and helps to foster strong brand loyalty while driving sales growth.

We offer a wide range of marketing resources and support tools that allow franchisees the flexibility to choose what works best in their market, including:

- Local ad planning assistance and grand opening support
- Creative television and radio materials
- Full color print advertising options
- National print services at very affordable rates
- Point-of-purchase materials
- Local store marketing programs
- Kids premium offerings

Our corporate communications team focuses on programs to maintain brand loyalty and keep Little Caesars top-of-mind with both current and potential customers through a variety of unique publicity program ideas. We assist our franchisees with media relations activities, community relations programs and team sports sponsorship opportunities.

Great tasting products, supported by award-winning advertising and active community involvement, position Little Caesars for sales growth and strong brand recognition.

Quality & Development

The Little Caesars Quality & Development (Q&D) team researches industry trends domestically and internationally while maintaining the quality and integrity of our brand. Their work reflects our commitment to consistently provide our customers the best products available. They are continually testing new items to add value for customers, yet maintain the simplicity of our operating system. Q&D provides a wide variety of support services for franchisees, including:

- Developing and testing new product menu options
- Defining specifications for all products, packaging and procedures
- Developing and testing equipment automation options
- Working with suppliers to develop and assure consistent product and packaging quality
- Assuring food safety through store procedures, supplier and distributor programs
- Monitoring and reviewing product quality and resolving product quality issues



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Frequently Asked Questions

What sets Little Caesars® Pizza apart from the other brands?

What truly sets us apart is our focus on what is important to our customers - great tasting, high-quality products that offer convenience and a great value. Unlike many of our competitors, our dough is made fresh in our stores, our cheese is fresh, never-frozen and our sauce is made with vine-ripened tomatoes and our own secret recipe of specially-blended spices. Additionally, the "Little Caesar" character is one of the most recognized and loved food icons in the world. It's rare that an established brand with the national recognition of Little Caesars can offer prime expansion opportunities.

Why should I choose a Little Caesars franchise over starting my own independent business?

Little Caesars has been in the pizza business since 1959. During this time, we've built a strong brand and have learned what's effective. You benefit from that knowledge. We have time tested marketing programs and concepts, and our operating system works. Little Caesars provides continuing support services and training from industry professionals, like architectural services to help with design and construction, ongoing research and development of new products, and continuous, effective marketing programs. We also work with preferred lenders to assist with financing. In addition, the investment in a Little Caesars restaurant is reasonable and competitive.

Why choose Little Caesars over other quick-serve restaurants?

Unquestionably, pizza is one of the world's favorite foods, and in 2005 alone, more than three billion pizzas were sold nationwide (Pizzatoday.com, January, 2006). Pizza appeals to a broad consumer base, including men, women, children, teens, parents and grandparents, and is frequently on the menu at celebrations and parties. Little Caesars, the world's largest carry-out chain, is one of the world's most recognized brands.

Little Caesars provides strong franchise support services, like training, architectural services to help with design and construction, ongoing research and development of new products, and continuous, effective marketing programs. We can also put you in touch with preferred lenders to assist with financing. Additionally, Little Caesars' founders continue to be involved with the company today, bringing tremendous experience and understanding of how to achieve your goals in the business. Little Caesars has experienced several years of significant sales increases.

Why choose the quick-serve restaurant industry over other industries?

The increase in dual-income households means that customer frequency is on the rise. Families have less time for home cooking and are involved in more activities, so they appreciate the value and convenience offered by Little Caesars and visit more often.



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Does Little Caesars provide consultation and business training?

Yes! We provide a comprehensive training program that focuses on all aspects of our business. The curriculum includes product preparation, marketing, finance, cash management, human resources, multi-store supervision, customer service, loss prevention, and real estate, among other topics. We also continue to work with you as your business grows, providing expert analysis and consultation.

The initial six week training program for a Little Caesars franchisee covers operational and business issues, and will assist you in operating your business. The training will take place in corporate stores located primarily in the Detroit area. Ongoing training opportunities are also available.

How affordable is a Little Caesars franchise?

Little Caesars' start up and operating costs are very competitive. At .25 percent (.25%), our advertising fee structures are lower than those of the leading food service chains, and fees associated with franchising the brand are modest. Our royalty is competitive, and is currently at six percent (6%) of sales.

What are the financial requirements for potential franchisees of Little Caesars?

Little Caesars requires franchisee candidates to have a net worth of \$150,000 with a minimum of \$50,000 in liquid, unencumbered assets (like cash). Currently the initial franchise fee is \$20,000 and the franchise fee for each additional location is \$15,000. The estimated initial investment necessary to commence operations ranges from \$175,000 to \$390,000. Of course, actual costs may vary.

Little Caesars Franchise Agreements are issued for ten years and have a renewable term of an additional ten years. Additional restaurant requests will be considered based on operational and financial performance after the opening of your first location.

If I don't meet the financial or operational criteria to become a franchisee, can I partner with someone who does qualify?

Yes. Little Caesars requires a complete application package for each member of your potential franchise group, including investors.

Does Little Caesars finance any of the costs involved in opening a franchised restaurant?

While Little Caesars does not currently provide financing, we do provide a list of preferred lenders who will be happy to review your financing needs.



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If I don't have experience in the food service industry, can I still be a Little Caesars franchisee?

Yes. Prior food service experience is helpful, but not essential. Little Caesars offers a comprehensive training program, covering all aspects of operating a restaurant. You will also have access to operations and marketing professionals as you establish your business.

Where can I franchise?

Many prime areas are available in markets across the country. To learn if the area you are interested in is available, please visit www.littlecaesars.com and complete the U.S. Request for Franchise form.

How much money will I make?

The amount of profit is based on a number of factors, including sales, costs, and the franchisee's ability to manage the business. Little Caesars does not, however, make or release earnings claims and it does not authorize anyone (including its employees) to make such claims.

I'm interested in a franchise opportunity with Little Caesars, so what do I do?

Complete and return the enclosed application and submit the requested information (see the enclosed checklist). Once we receive your information and establish preliminary approval, we will contact you for a "discovery and interview day" at our headquarters in Detroit, Michigan. This process provides an opportunity for you to learn more about Little Caesars, and for us to get to know you as well.



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Little Caesars' Quick Facts

- Mike and Marian Ilitch opened the first Little Caesars in 1959 in Garden City, Michigan. Under their leadership, Little Caesars has grown to be the world's leading carry-out pizza chain, and one of the top four international pizza chains with restaurants on five continents. Both founders remain involved in the business today.
- Little Caesars has experienced significant sales increases since 2001.
- Little Caesars is one of the hottest concepts in the pizza industry with more open territory than any other national pizza chain. We are aggressively pursuing expansion in the domestic marketplace and are currently found in more than 20 international markets. Our fresh image and strong marketing concepts have attracted unprecedented franchise interest.
- Little Caesars is one of America's most identifiable brands, and our fun-loving character, "Little Caesar," is recognized on five continents.
- Little Caesars is known for its many innovations in the pizza industry, including the "buy one get one free" Pizza! Pizza!® concept, the HOT-N-READY® concept, being the first to offer Crazy Bread®, adding a pick-up window, and opening a restaurant in a sports stadium.
- Little Caesars' products are made with fresh, high-quality ingredients. Dough is made daily in our stores and we use fresh, never frozen cheese. Our sauce is made with vine-ripened tomatoes.
- Little Caesars is a good corporate citizen, providing jobs and often offering a great experience for young, first-time employees.
- The Little Caesars Love Kitchen is a pizza restaurant on wheels that has fed nearly two million homeless and hungry people since its inception in 1985. The Love Kitchen served more than 100,000 victims of hurricanes Katrina and Rita in the last four months of 2005 alone. It has won three presidential commendations for its service to communities throughout the U.S. and Canada.
- Little Caesars has sponsored AAA Youth Hockey since 1968 and amateur hockey since 1979, providing opportunities for thousands of young players.
- Little Caesars is part of the Ilitch Holdings family of businesses. The company's primary business interests are in the food, sports and entertainment industries and include the Detroit Red Wings, Detroit Tigers, Olympia Entertainment, Olympia Development, L.L.C., Blue Line Foodservice Distribution, Champion Foods, Uptown Entertainment, Little Caesars Pizza Kit Fundraising Program and a variety of venues within these entities.



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Timeline of Key Little Caesars® Milestones

- May 8, 1959** – Mike and Marian Ilitch open the first Little Caesars Pizza Treat in Garden City, Michigan.
- 1962** – The Ilitches sell the first Little Caesars franchise.
- 1969** – Little Caesars becomes an international chain with the opening of its first restaurant in Waterloo, Canada. The chain has 65 restaurants and has expanded into Ohio and Illinois.
- 1974** – Little Caesars introduces the two-for-one concept for medium pizzas.
- 1979** – Little Caesars changes the pizza industry forever and coins the famous Pizza!Pizza!® phrase, applying the two-for-one concept to pizzas of all sizes.
- 1982** – Little Caesars offers Crazy Bread®.
- 1985** – The Little Caesars Love Kitchen, a pizza kitchen on wheels, hits the road and travels across the continental United States and Canada meeting the needs of the hungry, the homeless and disaster survivors.
- 1988** – Little Caesars begins advertising nationally on television.
- 1991** – Little Caesars and Kmart form an alliance representing the largest number of restaurants to open within another facility by any restaurant chain.
- 1993** – Little Caesars crosses the Atlantic and opens in the Czech Republic, starting a worldwide expansion.
- 1995** – Little Caesars Love Kitchen feeds its one millionth person in need.
- 1996** – Little Caesars opens its first Central American restaurant in Honduras.
- 1998** – Little Caesars opens its first restaurant in Cairo, Egypt marking its presence on a fifth continent.
- 1998** – Little Caesars establishes a Guinness World Record for filling the largest pizza order by serving 13,386 pizzas to the employees of VF Corporation at 180 different locations throughout the U.S. in one day.
- 2001** – Little Caesars becomes the only national chain to convert U.S. operations to fresh, not frozen cheese.
- 2002** – Little Caesars launches innovative Manage to Own® program.
- 2003** – Little Caesars launches innovative HOT-N-READY® concept and implements daily throughout the United States.
- 2005** – Since its inception in 1985, Little Caesars Love Kitchen has served hot, nutritious pizza meals to nearly two million people.
- 2005** – Little Caesars experiences the fifth straight year of significant same store sales increases.



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Ilitch Holdings, Inc.

Ilitch Holdings is an established name in the food, sports and entertainment industries and, in addition to Little Caesars®, includes distribution and foodservice companies, two major league professional sports teams, a development company, restaurants, theaters, a fundraising program, and a non-profit foundation, among others.

Blue Line Foodservice Distribution

Blue Line is one of the largest foodservice distributors and restaurant equipment providers in North America with more than 30 years of experience. Blue Line has many distribution centers strategically located across the United States and Canada.

Champion Foods

Champion Foods is a premier manufacturer of private label and branded food products servicing restaurant chains, schools, universities and supermarkets, among others, with high-quality packaged retail pizza, par-baked pizza crusts and premium cookie dough.

Detroit Red Wings

One of the original six teams in the National Hockey League, the Detroit Red Wings have won more Stanley Cups than any other American franchise. The Red Wings play to sell-out crowds every season and are the reason Detroit is affectionately known as “Hockeytown.” Mike and Marian Ilitch purchased the Red Wings in 1982. Financial World Magazine consistently ranks the Red Wings as one of the most valuable franchises in the National Hockey League.

Detroit Tigers

In 1992, Mike Ilitch, who once played for the Detroit Tigers farm system, purchased the Detroit Tigers, the city’s Major League Baseball team. Baseball has been played in Detroit since 1881, and the team became known as the Detroit Tigers in 1895. In 1901, they joined the American League. The Tigers moved into their new home, Comerica Park, in 2000. In 2005, the Detroit Tigers hosted the 76th All-Star Game, which produced the highest gross revenue in the history of the All-Star Game.

Olympia Development, L.L.C.

Olympia Development, L.L.C. has played a vital role in cultivating and attracting development in Detroit’s downtown area. Olympia Development was instrumental in negotiating the side-by-side Detroit Tigers and Detroit Lions stadiums and remains dedicated to supporting growth in Detroit’s sports and entertainment district.



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Olympia Entertainment

Olympia Entertainment is one of the industry's most diverse sports and entertainment companies, owning and operating Detroit's historic Fox Theatre and booking and operating three of Detroit's largest sports and entertainment venues: Joe Louis Arena, Comerica Park and Cobo Arena, as well as other downtown venues.

Little Caesars Pizza Kit Fundraising Program®

The Little Caesars Pizza Kit Fundraising Program proudly helps raise millions of dollars for thousands of schools, churches, sports teams and nonprofit organizations throughout the continental United States and Ontario, Canada. The program includes the Little Caesars Pizza Kit, Cookie Dough and Pie Kit Fundraising Programs.

Fox Theatre

The Ilitches purchased the historic Fox Theatre in downtown Detroit's theatre district in July 1987 and lovingly restored it to its 1928 splendor. The 5,000 seat venue has been ranked the top grossing theatre in North America by Pollstar Magazine and hosts a mix of performances, concerts, Broadway shows, classic movies and family entertainment. The adjacent restored Fox Office Centre is the corporate headquarters for Ilitch Holdings, Inc., Little Caesar Enterprises, Inc., Little Caesars Pizza Kit Fundraising Program and Olympia Entertainment.

Hockeytown Café

Voted the No. 2 sports bar in the country week after week in 2004 by ESPN2's Cold Pizza, Hockeytown Café is the place to be for all the action before, during and after Detroit Red Wings and Tigers games. Across the street from Comerica Park and Ford Field, and minutes away from Joe Louis Arena, Hockeytown Café features live bands and great food and drink in the Motor City.

Uptown Entertainment

Uptown Entertainment operates two upscale movie theatres in downtown Birmingham, Michigan – the Birmingham 8 and the Palladium 12. Both feature stadium style seating and state-of-the-art projection and sound.

Ilitch Charities for Children

Our mission is to improve the lives of children in the areas of health, education and recreation. A non-profit foundation, Ilitch Charities for Children (ICC) assists a variety of groups throughout Michigan and metropolitan Detroit each year.



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