



Little Caesars

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LITTLE CAESARS PIZZA ANNOUNCES PLANS FOR GROWTH IN CANADA

MISSISSAUGA, Ontario. – Little Caesar of Canada, Inc. today announced plans to substantially increase its franchisee base and expand into untapped markets across Canada. The goal is to add dozens of stores nationwide over the next several years. The move follows years of significant sales increases resulting from strong international brand recognition, fresh, quality products and outstanding value for customers, and the company foresees continued sales growth in the future.

“Little Caesar of Canada has experienced three consecutive years of significant sales increases in Canada and we expect to continue this trend by focusing on what works for us: providing a convenient, high quality product with great value,” said Richard Greville, vice president and general manager, Little Caesar of Canada Inc. “We have a winning strategy because our product and systems uniquely meet customers’ needs. Little Caesars offers a delicious meal at a real value that customers love, and this makes us an exceptionally strong business opportunity for franchisees.”

“Little Caesars is a growing franchise with a recognized and strong brand,” said Greville. “There are great market opportunities available for individuals desiring more independence and growth with a system that works, and we’re seeking highly capable franchisee candidates to join our team across the country.” Little Caesars will be conducting informational seminars to franchisee candidates in Ontario and throughout Canada during the coming months.

As part of its plan to maintain continued growth, Little Caesars provides franchisees with the tools of a proven system, including ongoing training, architectural services to help with design and construction, the ongoing research and development of new products, and continuing, effective marketing programs.

“Pizza is one of the world’s most popular foods and Canadians have told us that they want Little Caesars in their neighborhoods. We want to answer that call with our quality products that support their lifestyles,” said Greville. “We offer customers a hot, medium size pizza that’s ready when they are for \$5 at participating locations. Our pizzas are created with fresh dough made daily in every store, fresh, never-frozen cheese and our flavorful pizza sauce made from vine-ripened tomatoes.”

The Little Caesars Love Kitchen, a pizza restaurant on wheels, will visit three Ontario community kitchens October 23-25 serving hot pizza meals to the needy. The Little Caesars Love Kitchen has fed nearly two million needy people in North America since its inception in 1985. The Love Kitchen will visit:

- Mission Services Jameville 2 in Hamilton on Oct. 23 from 12 p.m. to 2 p.m.
- St. Vincent's Kitchen in Oshawa on Oct. 24 from 3:30 – 5:30 p.m.
- St. John's Kitchen in Kitchener on Oct. 25 from 11 a.m. to 1:30 p.m.

For more information about Little Caesars and locations throughout Canada, visit www.LittleCaesars.ca or call 1.888.822.7981.

Little Caesars Pizza founders Michael and Marian Ilitch opened their first restaurant in Garden City, Michigan in 1959. Today, Little Caesars is one of the top four pizza chains and the largest carry-out chain internationally with restaurants on five continents. Little Caesars has a wealth of expertise in all aspects of successful restaurant operation from site selection to local store marketing ideas, and the personnel to support the community. In addition, Little Caesars offers strong brand awareness with one of the most recognized characters in North America, Little Caesar, that appeals to both adults and children.

Little Caesars is a member of the Ilitch Holdings Inc. family of businesses. In addition to Little Caesars, Ilitch Holdings' primary business interests include 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. In 2005, combined revenues of Ilitch-owned businesses totaled \$1.5 billion. Visit www.ilitchholdings.com.

Note to editors: For Little Caesars images, visit ilitchholdings.com and click on "Image Gallery."

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