



LITTLE CAESARS “ROLLS OUT” INAUGURAL DRIVE-THRU PIZZA LOCATION!

(GRANDE PRAIRIE, AB – MARCH 31, 2006) – Little Caesars Pizza, one of the world’s largest pizza chains has opened its first drive-thru location in Canada adding another intriguing element to its unique grab-n-go concept. The new store located on 102 – 10119 117th Avenue is the second Little Caesars location in Grande Prairie.

"We are thrilled to open the first Little Caesars drive-thru location in Canada," said Brent Cavan, co-owner of the new location. "Little Caesars is continually exploring innovative ways to enhance our speed of service while maintaining the value and taste that our customers have come to expect. This new location offers the ultimate in convenience because customers can use the drive-thru to order from a selection of Hot-N-Ready menu items."

Whether it's unfavourable weather conditions, hectic lifestyles or a backseat of fussy youngsters, Little Caesars Pizza drive-thru offers a refreshing alternative to the existing range of drive-thru dining options in the marketplace. Keeping to the company's mission of offering the best grab-n-go pizza, outstanding value and unmatched convenience to the customer, Little Caesars appears to have delivered another winning formula.

For more information about Little Caesars, and to learn about franchising opportunities, please visit www.LittleCaesars.com, or contact Little Caesar of Canada Inc. at (905) 822-7899.