



Little Caesars

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Little Caesars® Pizza Gift Cards Now Available at Select Wal-Mart Locations

Gift cards now offered at Wal-Mart locations in 29 states

DETROIT—With the last days of holiday shopping upon us, Little Caesars now makes it more convenient for shoppers to give the gift of taste by offering gift cards at Wal-Mart. “Little Caesars gift cards make it easy to give your friends and family the gift of our high-quality and convenient products for the same great value,” said Linda Jaworski, senior vice president, marketing and corporate communications, Little Caesar Enterprises, Inc.

Little Caesars gift cards are available at Wal-Mart locations in 29 states, including:

Arkansas	Missouri
Arizona	North Carolina
California	Nebraska
Colorado	New Jersey
Connecticut	New York
Georgia	Ohio
Illinois	Oklahoma
Indiana	Pennsylvania
Kansas	South Carolina
Kentucky	Texas
Louisiana	Utah
Massachusetts	Virginia
Maryland	Washington
Michigan	Wisconsin
Minnesota	

Little Caesars gift cards are pre-loaded with a fixed denomination of \$10 that is activated at the retailers’ checkout counter. When purchasing a gift card at a Little Caesars store or at LittleCaesars.com, customers can choose any denomination to fit their gift-giving needs.

“Little Caesars gift cards allow customers to experience our pizza with fresh dough made daily in our stores, fresh, never-frozen cheese, and sauce made with vine-ripened tomatoes. That combination creates a high-quality product that provides extraordinary value with unmatched convenience for recipients,” added Jaworski.

In addition to Wal-Mart, Little Caesars gift cards are currently available at more than 30,000 participating retail locations including Rite Aid®, Winn Dixie®, Dollar General®, Valero Stations®, Spartan Stores®, Army and Air Force Exchange Service®, Fifth Third Bank® and The Pantry® stores.

About Little Caesars

Little Caesars Pizza founders Michael and Marian Ilitch opened their first restaurant in Garden City, Michigan in 1959. Little Caesars built more stores in the U.S. in 2007 than any other pizza chain and today is the largest carry-out chain internationally 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, including one of the most recognized and appealing characters in the country, Little Caesar.

In addition to Little Caesars Pizza, Ilitch companies in the food, sports and entertainment industries include: the Detroit Red Wings, Olympia Entertainment, Olympia Development, Blue Line Foodservice Distribution, Champion Foods, Ilitch Holdings, Inc., Uptown Entertainment, Little Caesars Pizza Kit Fundraising Program, and a variety of venues within these entities. Michael Ilitch owns the Detroit Tigers. Marian Ilitch owns MotorCity Casino Hotel.

For more information about the Little Caesars Veterans Program and available franchise opportunities, visit www.LittleCaesars.com or call 1.800.553.5776.

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