



Little Caesars®

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Little Caesars Pizza Opens First Location in India

Continues international expansion to offer high quality products at a value to global consumers

DETROIT— Little Caesar Enterprises, Inc. today announced the grand opening of its first restaurant in India. Entrepreneurs Ashish Choudhary and Alka Balain have opened their Little Caesars Pizza restaurant in Gurgaon, India, a suburb near New Delhi.

“Little Caesars is pleased to offer hot, fresh pizza at a value to consumers in India,” said Mike Therrian, vice president of International, Little Caesar Enterprises, Inc. “We look forward to growing in India and other international locations with highly qualified franchisees such as Ashish and Alka.”

Little Caesars, which celebrates its 50th anniversary this year, is the largest carry-out chain internationally with restaurants on five continents. In 2008 Little Caesars built restaurants in seven countries, and plans to open a restaurant in Peru this spring. Little Caesars has approved franchisees in New Zealand and Oman. Last year, it opened more domestic units than any other pizza chain in the U.S., opening stores in 41 states.

Choudhary is transitioning into Little Caesars franchise ownership as an experienced entrepreneur with other business ventures. He also owns an information technology (IT) business in India. Before investing in his own IT business, he worked in the United States in California’s IT industry.

“Little Caesars has provided us with a simple, proven business model, training and the ongoing support we need to help establish the brand in and around New Delhi,” Choudhary said. All franchisees receive ongoing training, architectural and construction services to help with design, the ongoing research and development of new products, and effective marketing programs and support.

Choudhary and Balain hope to open several additional locations in the greater New Delhi region in the coming years.

Some of the menu items Choudhary and Balain will feature in their store include HOT-N-READY® Pizza, Crazy Bread®, Caesar Wings® and Caesar Dips®. Additional menu items offered in the restaurant include several varieties of vegetable toppings for pizzas as well as chicken toppings.

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 2008 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 with 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 Little Caesars and available franchise opportunities, visit www.LittleCaesars.com or call 1.800.553.5776.

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