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LITTLE CAESARS® LOVE KITCHEN® SERVES UP HOT PIZZA MEALS TO DETROIT'S NEEDY

Little Caesars Helps Make a Difference by Supporting S.A.Y. Detroit

DETROIT – The Little Caesars Love Kitchen will once again roll into the Motor City to provide fresh, hot pizza meals for people in need. To support the work of S.A.Y. (Super All Year) Detroit, a non-profit organization working to help the homeless population in metro Detroit, the Little Caesars Love Kitchen will feed almost 2,000 people and visit five sites, including the Capuchin Soup Kitchen beginning Monday, Feb. 16.

A big-rig pizza kitchen on wheels, the Little Caesars Love Kitchen travels across the continental United States and Canada meeting the needs of the hungry, the homeless and disaster survivors.

“Little Caesars created the Love Kitchen to provide quality meals for people who need them, and we’re committed to helping people in need here at home,” said David Scrivano, president, Little Caesar Enterprises, Inc. “Giving back has been part of the way Little Caesars does business since its founding nearly 50 years ago. As a family company we feel it’s important to reach out to families and continue our partnership with S.A.Y. Detroit by serving soup kitchens and shelters in our community.”

S.A.Y. Detroit, was founded by Mitch Albom in 2006 during Detroit’s hosting of Super Bowl XL. Little Caesars became involved with the organization when Ilitch Charities made a significant \$150,000 contribution to fund an infant care center for Coalition on Temporary Shelters (COTS) in Detroit, which is now open.

“When Ilitch Charities provided the donation for COTS, the Little Caesars Love Kitchen was on site serving. Little Caesars President, Dave Scrivano and I agreed that it would be great to bring the Love Kitchen to Detroit every February to make a difference,” said Mitch Albom, author and founder of S.A.Y. Detroit. “Through S.A.Y. Detroit, Detroiters have shown that the spirit of the Super Bowl celebration did not end three years ago for its most distressed citizens, but continues through our program.”

The Little Caesars Love Kitchen has fed more than two million people in 48 states and four Canadian provinces. It has also responded to disasters such as the floods in Iowa, Hurricanes Ike, Katrina and Rita, the site of the World Trade Center attacks on Sept. 11, 2001, and the 1995 Federal Building bombing in Oklahoma City. Established in 1985, the Love Kitchen exemplifies Little Caesars’ strong tradition of giving back to America’s communities.

Local Little Caesars franchise owners and company regional offices donate all food and labor costs for the Love Kitchen servings. An estimated 50,000 Little Caesars franchise owners and employees have volunteered their time over the years to support the program.

“Little Caesars believes in giving back to the communities in which it does business,” said Louis Asher, Little Caesars Detroit area franchisee. “The Little Caesars Love Kitchen is a team effort to help make a difference.”

Former Presidents Bill Clinton and George Bush awarded The President's Volunteer Action Award Citation to Little Caesars for its volunteers' contributions to the Love Kitchen. Little Caesars also received a Presidential Citation for Private Sector Initiatives for the Love Kitchen program under the Reagan administration. It has received a certificate of appreciation from the State of Michigan and has been recognized by the Detroit City Council for its efforts.

Throughout the week, the Little Caesars Love Kitchen will visit:

- *St. Peter Episcopal Church, 1950 Trumbull and Michigan Ave.*
- *Coalition on Temporary Shelters (COTS), 26 Peterboro (at Woodward Ave.)*
- *Fort Street Presbyterian Church, 631 West Fort St.*
- *Detroit Rescue Mission, 3535 Third St.*

The Little Caesars Love Kitchen will also visit additional locations in the greater Detroit area the week of Feb. 23.

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 or the Little Caesars Love Kitchen, visit www.LittleCaesars.com or call 1.800.553.5776.