

## **Press Releases**

### **LITTLE CAESARS PIZZA® RESTAURANTS SIGNS ON DEVELOPER TO OPERATE 59 UNITS IN SIX STATES**

**DETROIT, June, 2001** - As part of its five-year growth plan, the Little Caesars chain made a significant move by signing a restaurant developer to operate 59 Little Caesars Pizza® restaurants in North Carolina, South Carolina, Virginia, Maryland, Missouri, and Kansas.

Cutting Edge Pizza LLC, which is owned by former Pizza Hut executives Perry Ludy and Terry Huffman, launched its Little Caesars operation June 19, 2001. Ludy and Huffman have extensive experience, both as entrepreneurs and corporate executives in the restaurant industry. Huffman, a former regional vice president for Pizza Hut, has more than 25 years experience managing pizza restaurants and retail businesses. He will oversee the day-to-day operations of the business. Ludy, a prominent minority business consultant with nearly 30 years of corporate and entrepreneurial experience, has served a third of his career as a senior executive with Pizza Hut. He is the author of the highly acclaimed book Profit Building: Cutting Costs Without Cutting People, which is featured in the June 2001 issue of the Harvard Management Update online and Black Enterprise magazine. The book is translated into seven languages and has been selected as the book-of-the-month for several business organizations since Berrett-Koehler published it last November.

"We are excited to have this unique opportunity to work with an organization that is seriously attracting franchisees to foster the growth of the company. We are eager to play a part in the expansion of the Little Caesars concept by developing new units in markets, including minority markets, around the country," said Ludy.

"We've always known that Little Caesars is a business with a rich tradition and a great product. We intend to build upon this by demonstrating new approaches that will have a positive impact in our markets and the overall organization," added Huffman. "We're working an aggressive strategy with Little Caesars corporate to develop dozens, if not hundreds of new locations over the next five years."

"Signing on Cutting Edge Pizza fits perfectly into our plan of expanding the chain and bringing the best franchisees, Manage To Own™ candidates, and business developers to our company," said Senior Vice President of Administration David Scrivano. "This is a team of highly experienced restaurant professionals who bring a wealth of knowledge to the Little Caesars family. We look forward to working with them as they develop and expand our brand."

Little Caesars Pizza is one of the world's largest family owned and operated pizza chains. In business for more than 40 years, the chain achieved enormous popularity and market share when it introduced its "Pizza!Pizza!®" marketing campaign in 1974. The buy-one, get-one free concept quickly became a marketing mainstay in the fast food industry and remains a major focus in the business today.

Little Caesars Pizza founders Michael and Marian Ilitch opened their first restaurant in Garden City, Michigan in 1959. Today, Little Caesars, one of the top international pizza chains, operates restaurants on five continents