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LITTLE CAESARS[®] LEADS THE PIZZA INDUSTRY!

**Top carry-out pizza chain
has experienced double-digit
sales increases for 18 months -
franchise interest surges
more than 500 percent over last year!**

DETROIT, April, 2003 – Sales growth at Little Caesar Enterprises, Inc. is outpacing the pizza industry and has put the Detroit-based pizza chain in a leadership position for six straight quarters. For 2002, the chain experienced 11 percent sales increases overall (same store sales), while its primary competitors were unable to keep pace (see chart).

The chain attributes the sales increase to great tasting products at a price that is appealing to customers, and a restaurant image that is bright, clean and customer-friendly. Also contributing to the chain's success are improved operations, marketing focused at the local level, a strong and growing base of franchisees, and the introduction of a variety of new and innovative products.

“Little Caesars has improved upon its already high quality products,” says Senior Vice President of Administration, Dave Scrivano. “Our dough is made fresh daily and our cheese is fresh, never frozen, like many of our competitors.” Scrivano added, “Our customers recognize that Little Caesars is the best tasting product, and we have the best prices by far among the major pizza chains.”

The University of Michigan's "American Customer Satisfaction Index" study released in mid-February confirms that sentiment, showing an improvement of Little Caesars' ratings by an impressive six percent (double the competition), which is the most significant improvement of all pizza chains surveyed.

This improvement in customer satisfaction has allowed Little Caesars franchise owners to enjoy increased sales and profits systemwide. Restaurants that increase in sales and customer service give franchisees better control and return on their investments, helping make the idea of owning a Little Caesars restaurant attractive to weary stock market investors. In fact, the value leader has seen franchise inquiries soar more than 500 percent over last year. Little Caesars' system is simple to operate and appeals to potential entrepreneurs from all career backgrounds. In fact, many successful Little Caesars franchisees are former teachers, engineers, contractors, military personnel, business executives and even sports professionals.

"I chose to become a Little Caesars franchise owner because of the brand's reputation and the fact that franchise support is always available," says Detroit area franchisee Mark Prucnell.

One of the largest quick service restaurant chains in the world that began nearly 45 years ago, Little Caesars has a wealth of expertise in all aspects of successful restaurant operation - from site selection to local store marketing ideas - and the personnel to support the franchise community. In addition, Little Caesars Pizza boasts strong brand awareness with one of the most recognized characters in the country that appeals to both adults and children.

Christopher Ilitch, president of Ilitch Holdings, Inc., son of Mike and Marian Ilitch, founders of Little Caesars Pizza, is anxious to tell the Little Caesars story to potential

franchisees. “Our business is extremely strong with sales growth far outpacing the competition, and the huge surge in interest we’ve seen on LittleCaesars.com for franchise opportunities is a testament to our position and reputation in the industry.” He added, “It is a very unique and special business opportunity when a company with Little Caesars’ brand recognition and sales success would have prime markets available for franchising throughout the country.”

For more information about franchising with Little Caesars, visit www.LittleCaesars.com or call 1-800-553-5776.

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

*** Interview opportunities may be available with:

Christopher Ilitch
President of Ilitch Holdings, Inc.
Son of Mike and Marian Ilitch, founders of Little Caesars Pizza

Mike Scruggs
Senior Vice President-Global Operations
Little Caesar Enterprises, Inc.

Dave Scrivano
Senior Vice President-Administration
Little Caesar Enterprises, Inc.

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