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**LITTLE CAESARS PIZZA OPENS IN OCONOMOWOC**

FOR IMMEDIATE RELEASE – (Oconomowoc, WI – January 13, 2002) Little Caesars Pizza is celebrating the grand opening of its newest location in Oconomowoc! The new Little Caesars restaurant at 427 East Wisconsin Avenue opened in late November, and has been well-received by the community.

“Customers continue to have higher standards for quality and service, and we’re ready to exceed them,” said local restaurant manager, Max Tarannik. “Quality products and friendly service are our number one priority.”

“Little Caesars is well known for its great value, quick service, quality ingredients, and tremendous appeal to families. We look forward to serving the residents of Oconomowoc with delicious Little Caesars Pizza,” said Little Caesars Midwest Zone Vice President, Rick Moreno.

Customers can indulge in Little Caesars’ signature products of pizza!pizza! and Crazy Bread, as well as salads and other products. In addition, customers enjoy Hot-N-Ready pizza – a large, one-topping pizza for just \$5 every day! (plus tax, carryout only)

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.

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