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The Beginning

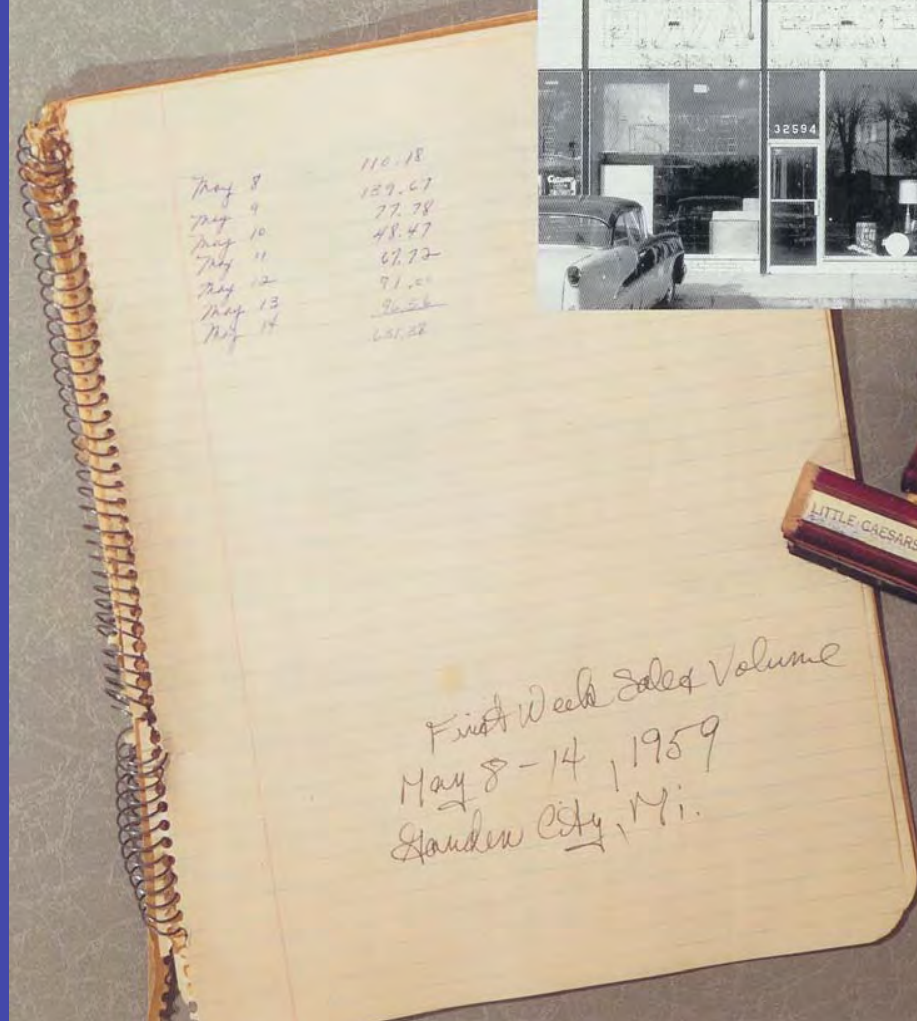
- May 8, 1959
- 49 Years
- Family owned and operated
- Franchising since 1962
- Thousands of locations worldwide
- Latin America Area located in Honduras, Mexico, Guatemala, Puerto Rico, Ecuador El Salvador and Peru

1959

On May 8, in Garden City,

Michigan, Mike and Marian Ilitch open their first restaurant and begin serving the pizza destined to make Little Caesars a household name.

Sales volume from their first week predicts success.



Major Entities



- Blue Line Distribution
 - Food, equipment and supplies
- Detroit Red Wings
- Detroit Tigers
- Theatre



1977

- Introduction of.....
- Traveling Oven used in many Pizza Restaurants today
- PPPS-Operating System



A pizza conveyor oven was first tested in 1977 at the Little Caesars Pizza Station in Southfield, Michigan. This new oven reduced baking time and allowed for a more even bake. Named the Pizza Pride, by 1981, it was available systemwide. Mike Ilitch is shown inspecting the pizzas as they travel through the oven.





Brand Equity



- Our Logo is One of Our Great Assets. It is One of the Most Recognized Characters in America

Early 60's



Late 60's



Mid 70's



Early 80's



Late 80's





Little Caesars®





Little Caesars
PIZZA! PIZZA!

The Restaurant



- The Outside During the Day:
 - Our Identity is Prominent on the Building
 - Bright, Colorful, "Little Caesars" Sign
 - Easy access for Customers
 - Large Windows for Great Visibility into the Store



At Night:

- Signs are Well Lit, Bright and Colorful.
- Great Visibility Into the Store
- Attractive, Very Inviting!!



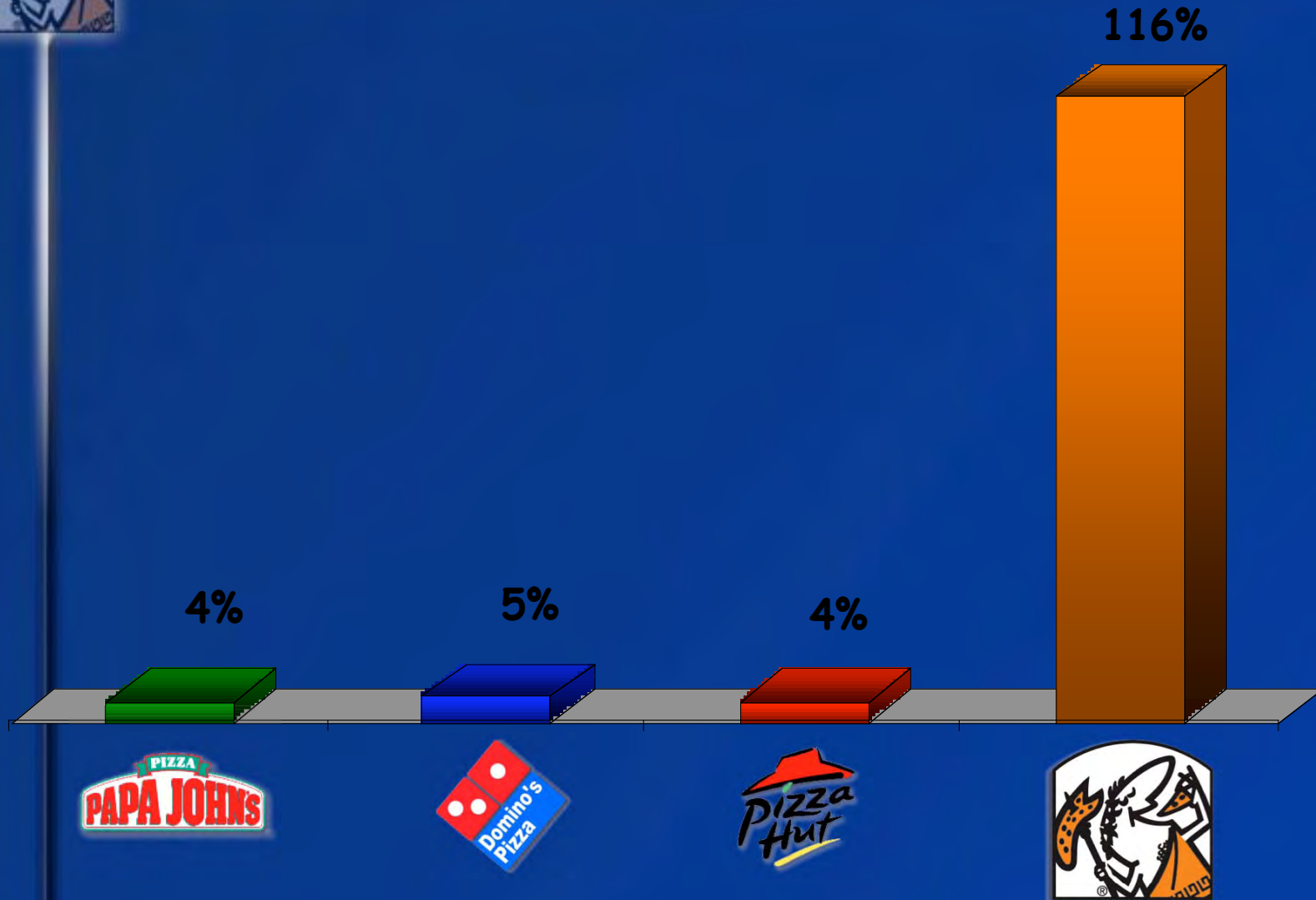
Growth



- Continued Year over Year Aggregate Sales Growth

HIGHLY
CONFIDENTIAL

Aggregate Sales Growth: 2001-2007



Site Qualifications



- In-line or Preferably End Units in Active Community or Neighborhood, Preferable Supermarket-anchored
- Free-standing Buildings, or Multi-tenant Pad Sites
- Easy access, especially at Dinner Hours

Site Qualifications



- Trade area with a High Percentage of Young Families
- Approximately 1200-1500 square feet
- 18 Feet of Frontage Minimum
- Full-Height Glass Storefront



Quality Standards / Ingredients



Quality Standards / Ingredients



- Spec. Product can be locally developed
- Food Co-op with in the region for optimization
- We want the Consumer to Know that "Little Caesars Makes Pizza the I would, Using Only the Freshest Ingredients"
- Our Delicious Pizza Begins with Dough Made Fresh Daily



- Our Authentic Signature 1959 Recipe with Sauce Made with Vine Ripened Tomatoes
- We Use 100% Real Mozzarella and Muenster Cheeses
- We Use Garden Fresh Toppings

Value Leader



- Voted Americas Best Value 13 times - Nations Restaurant News Survey
- Quality-Industries Highest Ingredient Standards
- Competitive Pricing-Delivery Not tied to the Price of the Pizza
- Convenience-Thousands of Neighborhood locations



Little Caesars®

HOT-N-READY™

PIZZA

HOT-N-READY®



- Introduced Nationally in U.S. and in local regions around the Globe.

Little Caesars®
HOT-N-READY™
PIZZA



Little Caesars®
HOT-N-READY™
PIZZA



Signature Products



- **Round Pizza:** A Round, Medium-thick Crust Pizza: Freshly baked dough, a Tangy tomato sauce, a Blend of 100% real cheeses, with you choice of Fresh Toppings
- **Deep Dish:** A square, Thicker Pizza with a Crispy Crust that is Baked in a pan, Available with your choice of Fresh Toppings.
- **Crazy Bread:** 8 sticks of Freshly baked bread, topped with Garlic Butter and Parmesan Cheese.

HOT-N-READY
DEEP DISH
PIZZA



A Leader in Successful Partnerships



- Little Caesars' Success is Due to the Shared Vision and Goals of the Company and our Franchisees-A Commitment to Quality, Value and Customer Satisfaction
- Little Caesars Prides Itself on its History of Developing Successful Franchise Relationships
- The Company Has Watched Franchise Owners Flourish and the Individuals behind them Prosper

Criteria for International Franchisee



- Locally based in country
- Existing Successful business
- Complementary retail business or experience
- Financial resources available to develop the market
- Willingness to establish a separate entity/group dedicated to the LCE project

Financial Requirements



- Minimum Net Worth of \$250,000
- A Clear Credit History
- Initial Investment Ranges from approximately \$175,000 to \$390,000 per location. Actual costs may vary
- Area Development fee may be assessed to a country/region for exclusivity

Franchisee Training



- The Program Provides the Franchisee the Background, Knowledge, and the Skill to Run their Own Little Caesars Restaurant
- Comprehensive, 6 week Training Program in Detroit, Michigan
- Classroom/In Store/Business Training

Support



- Store Opening
- Food ordering/equipment/local sourcing
- Ongoing Consultation
- Training/Marketing material updates
- In market visits



- Thank You! Thank You!