

## Little Caesars Pizza Celebrates Veterans Program Milestone

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### Entrepreneur Opens First Little Caesars Veterans Program Store

Little Caesar Enterprises, Inc. today celebrated the opening of the first store under the Little Caesars Veterans Program, as U.S. military veteran and Little Caesars franchisee Martin Lorenz opened his doors for business at 11600 Gladiolus Dr. in Gladiolus Gateway Plaza, Ft. Myers, Florida.

"I'm proud to be a franchisee with a company that recognizes the contributions veterans have made to our country," said Lorenz. "Little Caesars has given me incredible support and a unique opportunity to open the company's first Little Caesars Veterans Program store. I am honored to be part of such an important program and look forward to seeing several more veterans open their stores this year."

Offering qualified, honorably discharged U.S. military veterans such as Lorenz \$10,000 in discounts and credits, and service-disabled veterans benefits of up to \$68,000, the industry-leading program provides business opportunities to those who have served in the U.S. military.

Since launching on Veterans Day 2006, interest has remained high for the Little Caesars Veterans Program. Currently, more than 1,100 inquires have been made about the program and 12 veterans have been approved to be Little Caesars franchisees.

"With qualified veterans such as Martin joining the Little Caesars team, the Little Caesars Veterans Program is off to a great start as we continue to offer this special group the opportunity to start a new career," said David Scirvano, president, Little Caesar Enterprises, Inc. "Combined with his professional background, the skills Martin honed in the military such as teamwork, dedication and a familiarity with processes will help him be an effective Little Caesars franchisee."

A Vietnam War era veteran, Lorenz joined Little Caesars as an experienced entrepreneur. He has owned and operated businesses in the restaurant and real estate industries. Entering a new phase in his professional life, Lorenz relishes the opportunity to be part of a proven system.

"I am at a point in my life where I want to make an investment in which I can feel confident that I will receive quality support from an established organization," said Lorenz. "Little Caesars has given me the support I, and Veterans with less business experience, need. The training also showed me the unique processes that will allow me to provide a high quality product at a great value to the Ft. Meyers community."

Some of the menu items Lorenz will feature in his store include HOT-N- READY(R) Pizza, Crazy Bread, Caesar Wings and Caesar Dips.

Lorenz has partnered with his wife, Sherrie, and colleague, Fritz Andress, and plans to open additional Little Caesars locations in the Fort Myers area.

The Center for Veterans Enterprise (part of the Department of Veterans Affairs), Marine For Life (an organization that helps Marines and Sailors transition to civilian life), and the International Franchise Association (through its VetFran program) are points of contact for the Little Caesars Veterans Program. They can provide information about the requirements and qualifications of becoming a Little Caesars franchisee.

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