

U.S. Military Veteran Opens Store Under Little Caesars Veterans Program

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Program Provides Benefits up to \$68,000 for Service-Disabled Veterans



Little Caesar Enterprises, Inc. today celebrates the grand opening of its second store to open under the Little Caesars(R) Veterans Program, as U.S. military veteran and Little Caesars franchisee Robert Flores opens his doors at 11530 Westfield Boulevard in Carmel, Indiana.

"I'm proud to be starting this chapter in my life working with a company that supports veterans through the Little Caesars Veterans Program," said Robert Flores, Little Caesars franchisee. "My family and I, along with my dedicated crew, are happy to be opening our first store. I'm looking forward to providing the Carmel community with quality products at a great value with unmatched convenience."

After spending 20 years as a Tech Sergeant in the United States Air Force, Flores transitioned to a career working in restaurant management. He has also owned a tanning and nail salon. After researching a variety of franchising opportunities, he chose Little Caesars and moved to the Indianapolis area where his sister lives.

"It's a great time to become a Little Caesars franchisee," said Flores. "Little Caesars is growing, and with the company's thorough training program, proven operating system and ongoing franchisee support, I feel confident that I will grow my business. I plan to have 5 stores by 2011."

Since launching on Veterans Day 2006, interest has remained high for the Little Caesars Veterans Program. Currently, more than 1,350 inquires have been made about the program and 20 veterans have been approved to become Little Caesars franchisees. The first Little Caesars store under the program was opened on July 31, 2007, in Ft. Meyers, Florida. Several more U.S. military veterans are expected to open stores under the program in the coming months.

The innovative program offers honorably discharged, service-disabled veterans who qualify as Little Caesars franchisees, such as Flores, benefits up to \$68,000. Honorably discharged, non service disabled veterans who qualify as Little Caesars franchisees are eligible for a \$10,000 benefit.

"With talented veterans such as Robert joining the Little Caesars team, the Little Caesars Veterans Program is off to a great start as we continue to provide veterans with business opportunities," said David Scirvano, president, Little Caesar Enterprises, Inc. "The skills Robert honed in the military, such as teamwork, dedication and a familiarity with processes, will help him become an effective Little Caesars franchisee."

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