

## Little Caesars Pizza Named 'Best Value for the Money'

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Little Caesars has been named the "Best Value for the Money" among all quick serve restaurant chains across America. The national recognition came from one of the largest research studies in the food industry, Sandelman & Associates' Quick-Track(R) research study.

"I am proud to be part of the Little Caesars franchise system and of contributing to this acknowledgement," said Louis Asher, Little Caesars franchisee in Macomb, Michigan. "Metro Detroiters appreciate value and we will continue to meet that need by offering a large cheese or cheese and pepperoni pizza made fresh and available with no waiting or need to call ahead. We use only the finest ingredients including fresh, never frozen cheese, dough made fresh daily in our stores and sauce made from vine-ripened tomatoes."

Sandelman & Associates' Quick-Track(R) research study tracks key consumer behavioral and attitudinal measures for all major fast-food chains. Surveys were conducted among more than 84,000 quick service restaurant customers in 70 major markets across the U.S. Little Caesars was also named highest rated pizza chain for "Convenience of Locations" and "Speed of Service."

"Customers are telling us that Little Caesars Pizza is the best value in America," said Brian Pattison, vice president, midwest operations, Little Caesar Enterprises, Inc. "This recognition from Sandelman & Associates clearly validates our market position as the value leader. Metro Detroit families are working hard to stretch their budgets in today's challenging economy, and it is important to us to offer them Little Caesars' quality pizza at a great price with unmatched convenience."

Founded in the Detroit area in 1959 and a hometown favorite ever since, Little Caesars has become an industry leader by offering quality products and outstanding value to customers, including the "Pizza!Pizza!" offering (buy one get one free), and most recently, the convenient, value-oriented HOT-N-READY(R) offering.

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