



Little Caesars®

FOR IMMEDIATE RELEASE

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LITTLE CAESARS® PIZZA OPENS IN APOPKA, FLA.

APOPKA, Fla., - Little Caesars Pizza is celebrating the grand opening of its newest restaurant in Apopka, Fla. Franchisee Restaurant Management Group (RMG) opened their most recent Little Caesars restaurant at 1426 N. Rock Springs Road in the Albertsons Plaza. RMG also recently opened a Little Caesars Pizza in Altamonte Springs.

“Providing our Little Caesars customers with quality products, great value and convenience are our top priorities,” said Jack Mangan, RMG president.

The restaurant opened earlier this month. Menu items include HOT-N-READY® Pizza, Crazy Bread, Caesar Wings and Caesar Dips. The Little Caesars phone number is 407-464-0123.

“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 Apopka with delicious Little Caesars Pizza,” said David Gray, National Vice President, Franchise Services, Little Caesar Enterprises, Inc.

For more information about RMG, its restaurants and its drawings and coupons, visit www.rmgregaurants.com. RMG looks forward to being a part of the Apopka community and supporting local community organizations as it does where it has other restaurant locations.

About Little Caesars

Little Caesars Pizza founders Michael and Marian Ilitch opened their first restaurant in Garden City, Michigan in 1959. Little Caesars, the fastest growing pizza chain, built more stores in the world in 2008 than any other pizza brands and today is the largest carry-out chain internationally with restaurants on five continents. Little Caesars is growing in prime markets across the country, and is offering strong franchisee candidates an opportunity for independence with a proven system. For the second year in a row, Little Caesars was named “Best Value in America”* of all quick serve restaurant chains. In addition, Little Caesars offers strong brand awareness with one of the most recognized and appealing characters in the country, Little Caesar.

** “Highest Rated Chain – Value for the Money” based on a nationwide survey of quick service restaurant consumers conducted by Sandleman & Associates, 2008*