



FOR IMMEDIATE RELEASE
March 17, 2010

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Little Caesars Pizza Opens in Winter Springs, Fla.

WINTER SPRINGS, Fla. – Little Caesars® Pizza is celebrating the opening of its newest restaurant in Winter Springs. Franchise operator Restaurant Management Group (RMG) opened the carry-out Little Caesars restaurant at 5717 Red Bug Lake Road between the Publix Grocery and Panera Bread.

“Providing our Little Caesars customers in Winter Springs with quality and great-tasting products, value and convenience are our top priorities,” said Pierre Boursse, development partner for RMG.

The Little Caesars opened this week and joins Little Caesars locations that RMG already operate in Apopka and Altamonte Springs. Menu items include HOT-N-READY® Pizza, Crazy Bread, Caesar Wings and Caesar Dips. The Winter Springs Little Caesars phone number is 407-388-0611.

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

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*