



Little Caesars®

Free Lunch When 16-Beats-A-1 at Little Caesars® Pizza!

Little Caesars offering a free lunch if a #16 seed beats a #1 seed

Little Caesars is offering basketball fans a chance to score with a free lunch at participating Little Caesars restaurants on Monday, April 6. If any #16-seeded team beats a #1-seeded team in a crazy, unexpected victory in the games played on March 19 and 20 of the 2015 college men's basketball championship tournament, Little Caesars will give away one free HOT-N-READY Lunch Combo® to every family who comes into a participating store between 11:30 a.m. and 1:00 p.m. on April 6 and mentions this offer at the check-out counter.

"If a crazy thing happens and there's an upset, it'll be a big score for pizza lovers," said Ed Gleich, senior vice president of global marketing, Little Caesars. "And, if the number-ones prevail, fans can still catch a great deal at Little Caesars with our high quality, HOT-N-READY Lunch Combo for just \$5. Either way, customers win!"

Available at participating restaurants nationwide, the Little Caesars HOT-N-READY Lunch Combo includes a satisfying portion of four Detroit-style DEEP!DEEP!™ Dish pizza slices and a 20-ounce Pepsi product, all served HOT-N-READY® between the hours of 11:00 a.m.—2:00 p.m. No calling, waiting or online ordering necessary. Customers simply go to their Little Caesars store, and fresh pizzas are ready to carry out.

Offer Details:

- If any of the #16-seeded college men's basketball championship tournament teams from the four regions beat a #1-seeded team during the games played March 19 and 20 2015, Little Caesars will give away one free HOT-N-READY Lunch Combo to every family that goes to a store and mentions the offer on Monday, April 6, 2015.
- Limited to one HOT-N-READY Lunch Combo, per family.
- Valid only on Monday, April 6, 2015 between 11:30 a.m. and 1:00 p.m., while supplies last.
- Valid at participating locations.
- No purchase is necessary.
- Little Caesars and the free HOT-N-READY Lunch Combo promotion are neither affiliated nor associated in any way with any collegiate basketball team, league or association.
- Upon request, complete terms and conditions of the promotion will be available at participating locations and at LittleCaesars.com on March 18, 2015.

Little Caesars Pizza is the first national chain to introduce Detroit-style deep dish pizza to its core menu in all 50 states. The DEEP!DEEP! Dish pizza's unforgettable taste starts with hand-made dough, baked in custom, deep dish pans that create a unique, crispy-on-the-bottom, soft-and-chewy-on-the-inside crust. Topped from coast-to-coast with fresh, premium mozzarella and Muenster cheese, the DEEP!DEEP! Dish pizza is baked to a crispy, crunchy, caramelized cheese edge.

Joining the Little Caesars popular \$5 original round pepperoni or cheese HOT-N-READY® Classic pizza, the \$5 Lunch Combo is a recent addition to the HOT-N-READY lineup of products, which also includes the full-size DEEP!DEEP! Dish pizza, Crazy Bread®, Caesar Wings® and other delicious selections. Little Caesars pizzas are made with quality ingredients including 100 percent mozzarella and Muenster cheese, dough made fresh daily in the stores and sauce made with tomatoes picked at the peak of ripeness. Customers can locate their closest Little Caesars store by visiting LittleCaesars.com.

PEPSI and the Pepsi Globe design are registered trademarks of PepsiCo, Inc.

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For more information/questions, Contact: Jennifer Arapoff at 313-471-6792 or jennifer.arapoff@LCECorp.com

ABOUT LITTLE CAESARS

Little Caesars Pizza, known for its HOT-N-READY® pizza and famed Crazy Bread®, is the largest carryout-only pizza chain in the world with locations in all 50 states and 18 countries and territories worldwide. Named "Best Value in America"® for the eighth year in a row, Little Caesars products are made with quality ingredients, such as 100 percent mozzarella and Muenster cheese, dough made fresh daily in every store and sauce made from farm fresh crushed tomatoes.

For franchisee candidates, Little Caesars is rapidly expanding in markets throughout the world, providing an opportunity for independence in a franchise system. In addition, Little Caesars offers strong brand awareness with one of the most recognized and appealing characters in the country, Little Caesar.

Little Caesars Pizza founders Michael and Marian Ilitch opened their first restaurant in Garden City, Michigan in 1959. In addition to Little Caesars Pizza, Michael and Marian Ilitch's companies in the food, sports and entertainment industries include: the Detroit Red Wings, Olympia

Entertainment, Olympia Development, Blue Line Foodservice Distribution, Champion Foods, Ilitch Holdings, Inc., Uptown Entertainment, Little Caesars Pizza Kit Fundraising Program, and a variety of venues within these entities. Michael Ilitch owns the Detroit Tigers. Marian Ilitch owns MotorCity Casino Hotel.

For more information about Little Caesars, visit www.LittleCaesars.com or call 1-800-553-5776

** "Highest-Rated Chain – Value for the Money" based on a nationwide survey of quick-service restaurant consumers conducted by Sandelman & Associates, 2007- 2014.*