



"We are very happy...I would definitely recommend it."

L. Jewell

"The pizza's pretty much sell themselves...customer service is top-notch!"

C. Ladish

Dear Fundraising Chairperson:

This is what people like you are saying about Little Caesars® Pizza Kit Fundraising Program. Since 1997, our program has helped schools, churches, daycares, youth sports teams and non-profit groups raise BIG!BIG! dough and reach their fundraising goals.

Here are some of the great benefits of fundraising with Little Caesars®:

- **Big!Big! Profit** - The more you sell, the more profit you earn per item - from \$5 to \$7 for every Kit sold!
- **Big Brand = Bigger Sales** - Little Caesars is one of the most trusted and recognized brands in the world.
- **East To Run** - Our friendly representatives will personally walk you through the entire process from your first call to the delivery of your Kits!
- **Quality & Value** - Little Caesars® Pizza Kits deliver fresh, high quality ingredients at a great price. Each Kit includes everything you need to make at least 3 delicious family-size pizzas.
- **Online Convenience** - Everything you need to run your fundraiser is now online! Easy-to-use email templates help you create announcement letters, reminder messages, and more! Sellers can email friends, family and out-of-town customers and can purchase Pizza Kits directly from our website.

STOCK UP ON PIZZA KITS!

Warmer weather, longer days and the school year coming to an end is a great reason to get in one last Little Caesars Pizza Kit Fundraiser! Register your next fundraiser with a delivery date before June 30, 2011, and receive one **FREE Italian Cheese Bread Kit** for every 100 kits sold!

Enclosed you'll find some information for your review. I'm sure you'll find our program to be a FUN and EASY way to raise dough for your group with products your members will ask to sell again and again.

Getting started is easy! Just fill out and return the registration form on the back of this letter or call us at **1-888-4-LC-KITS** (1-888-452-5487). Our friendly representatives are available to take your call from 8:30 a.m. - 8:00 p.m. ET. Or, visit us online whenever it's convenient for you at **PizzaKit.com**.

Sincerely,

A handwritten signature in black ink that reads "Alicia Renner".

Alicia Renner, Director of Marketing



*Please mention letter to receive your FREE Italian Cheese Bread Kit offer. Minimum 100 items (excluding bonus kits). Offer available for deliveries June 1 - June 30, 2011. Not available in conjunction with any other offer. No other substitutions can be made. Escalating Profit Structure: Sell 100-999 kits earn \$5 per kit, sell 1000-1999 kits earn \$6 per kit, sell 2000+ kits earn \$7 per kit. Facebook is a registered trademark of Facebook, Inc. The Twitter name and logo are trademarks of Twitter, Inc.

Little Caesars® Pizza Kit Fundraising Program

2211 Woodward Avenue • Detroit, Michigan 48201-3467

(313) 983-6100 • 1-888-4-LC-KITS (1-888-452-5487) • Fax: (313) 983-6101 • PizzaKit.com



Registration Form – Please Fill Out and Return To Get Started!

To help plan your fundraiser and to ensure a smooth delivery, please note:

- Your order is due by noon on the Final Order date.
- A delivery fee and minimum will apply. Delivery may not be available in all areas.
- Be sure to have one volunteer for every 100 items ordered. Remind your volunteers to meet you at the delivery location before your delivery time.
- Allow at least one hour after scheduled delivery time to sort your order.
- Pizza Kit driver will unload and count your order with you to make sure everything is accurate and all items are in good condition.
- After counting your order, please sign the invoice and pay the driver with an organization check, cashier's check or money order.
- Products are PERISHABLE, so they need to be stacked in a cool place during distribution and refrigerated according to directions stated on packaging.

Please complete all of the information below. One of our friendly Customer Service Representatives will contact you to confirm your registration. Thank You! Thank You!®

Has your organization worked with Little Caesars® Pizza Kit Fundraising Program Before? Yes No

Products you would like to sell: Family Favorites Something For Everyone Stay Fit

Name of School/Organization _____

Delivery Address _____

City/State _____ ZIP Code _____

Delivery Location _____ County _____

Do you have any delivery restrictions for a 65' semi-truck (i.e., weight for roads, low clearance bridges or local ordinances) at the delivery location? Yes No

If yes, please describe: _____

Two nearest cross streets to delivery address _____

Phone # at Delivery Location _____ State Tax I.D. # _____

of Active Sellers Participating in the Fundraiser _____ # of Posters Needed _____ Group Goal (Total # of Items) _____ Dollar Goal \$ _____

Name of Chairperson/Group Leader _____

How did you hear about us?

- | | | | | |
|--|-----------------------------------|-------------------------------------|--------------------------------|---|
| <input type="checkbox"/> Repeat Customer | <input type="checkbox"/> Internet | <input type="checkbox"/> Conference | <input type="checkbox"/> Radio | <input type="checkbox"/> Little Caesars® Coupon Flyer |
| <input type="checkbox"/> Newspaper | <input type="checkbox"/> Friend | <input type="checkbox"/> Sales Call | <input type="checkbox"/> TV | <input type="checkbox"/> Purchased Little Caesars® Fundraising Products |
| <input type="checkbox"/> Delivery Truck | <input type="checkbox"/> Magazine | <input type="checkbox"/> Flyer | <input type="checkbox"/> Mail | <input type="checkbox"/> Other |

Mailing Address _____ City/State _____

ZIP Code _____ Home Phone # _____

Work Phone # _____ Fax # _____

E-mail Address _____

Sale Start Date _____ Preferred Week of Delivery _____ Preferred Delivery Window AM PM
(Please use Monday's date to indicate preferred week of delivery)

Please indicate any time frame you are unable to take delivery (i.e., after 4pm) _____

A Customer Service Representative will contact you within 24-48 hours after receiving this registration to confirm your delivery date and time. Thank you! Thank you!

Signature _____ Date _____

LITTLE CAESARS® PIZZA KIT FUNDRAISING PROGRAM

2211 Woodward Avenue, Detroit, MI 48201-3467 • Fax: 313-471-6101

Call us toll-free at **1-888-4-LC-KITS** (1-888-452-5487) or visit us at **PizzaKit.com**

New!
Easy Tear-Out
Order Form Inside!

Little Caesars
Pizza Kit
Fundraising
Program

Something
For
Everyone!

You Get More For Your Money
With Little Caesars® Pizza Kits!



Little Caesars® Pizza Kit Fundraising Program is proud to be affiliated with Little Caesars® Pizza, recently named *Highest Rated Chain, Value For The Money* among all quick service restaurant chains.



Value,
Quality &
Convenience

Pizza Kits - 3 Pizzas In Every Kit!



3 Pizzas
for
\$18.50

P PEPPERONI PIZZA KIT

From our family to yours! Our signature pizza crust is paired with 100% real Muenster and Mozzarella cheeses, flavorful tomato sauce and a generous portion of zesty pepperoni! Makes 3 Little Caesars 12-inch Pizzas.



GREAT SOURCE OF
CALCIUM
Top as you wish!

3 Pizzas
for
\$17.50

C CHEESE PIZZA KIT

Say Cheese! With our 100% real Mozzarella and Muenster cheese blend. Add your own toppings to create your family's favorite recipe. Makes 3 Little Caesars 12-inch Pizzas.



Healthy and Tasty!
3g Fiber in every slice!

3 Pizzas
for
\$17.50

WW WHOLE WHEAT PIZZA KIT

A healthy whole wheat pizza that tastes great! Just a touch of honey brings out a wonderful, rich flavor in the crust. Contains 3 grams of fiber in every slice. Makes 3 Little Caesars 12-inch Pizzas.



45% Fewer Total Carbohydrates!*

3 Pizzas
for
\$18.00

TC THIN CRUST PIZZA KIT

A unique crispy, crunchy cracker-like crust with a generous portion of 100% real Mozzarella and Muenster cheeses, zesty tomato sauce and delicious pepperoni. Makes 3 Little Caesars 12-inch Pizzas.

*As compared to the Pepperoni Pizza Kit.

Personal Pizza Kits & Variety Meals!



9 Pizzas
for
\$18.50

PP

PERSONAL PEPPERONI PIZZA KIT

Quick and delicious! Create the perfect snack or a quick meal just the way you want it. Makes 9 Little Caesars 6-inch Pizzas.



9 Pizzas
for
\$18.00

PC

PERSONAL CHEESE PIZZA KIT

Top your own personal pizza starting with a generous portion of real cheeses! Makes 9 Little Caesars 6-inch Pizzas.



6 Pizzas
for
\$19.00

MP

BABY PANIPAN!® MICROWAVE PIZZA KIT

Great tasting Little Caesars® Pizza with microwave convenience. Make your own individual deep dish cheese pizza with a crispy, crunchy crust. Makes 6 Little Caesars 5-inch Pizzas.



4
Party
Favorites

PS

LITTLE CAESARS® PARTY SAMPLER KIT

Something in it for everyone! Perfect for a party, snack or meal for the family on-the-go! Makes 18 pieces of Crazy Bread®, 9 Boneless Caesar Wings®, 12 Cheddar Stuffed Pretzel Bites and 6 Cinnamon/Sugar Churros. **\$16.00**



Ultimate
Deep Dish
Pizza!

DD

DEEP DISH MEAL KIT

Larger, Crispier, Crunchier crust with extra cheese and toppings! Makes 1 Little Caesars 12-inch square Deep Dish Pizza, 18 pieces of Crazy Bread® and 9 Boneless Caesar Wings®. **\$18.50**



Feeds
Family
of 4

FM

FAMILY MEAL KIT

All the ingredients for a delicious family meal – even when there's no time to cook! Makes one 12" x 16" Little Caesars Pizza, 18 pieces of Crazy Bread® and 15 Break-n-Bake Chocolate Chip Cookies. **\$18.50**

Bread Kits & Salad Fixin's!



Og
Trans Fat
per serving

IB **ITALIAN CHEESE BREAD KIT**
Bursting with Old World flavor!
100% real cheese topped with mouth-watering garlic buttery sauce and a zesty blend of Parmesan and our own Italian spices. Makes 3 Little Caesars 10-inch square Italian Cheese Breads.

3 Breads
for
\$17.00

Little Caesars® World Famous!



Og
Trans Fat
per serving

A Great Addition To Any Meal!

CB **CRAZY BREAD® KIT**
Fabulous, fast and flavorful! Enjoy our signature Crazy Bread® fresh from your own oven. Topped with creamy garlic buttery sauce and Parmesan cheese. A quick and easy complement to any meal or a special treat! Makes 3 Little Caesars 18-piece orders of Crazy Bread®. **\$15.00**

Sweet & Delicious Treat!



Og
Trans Fat
per serving

3 Breads
for
\$15.00

CC **CINNAMON CRAZY BREAD® KIT**
A sweet twist to our signature Crazy Bread®. The perfect breakfast or dessert treat! Makes 3 Little Caesars 18-piece orders of Cinnamon Crazy Bread®.

SF GOURMET SALAD FIXIN'S KIT

Just add lettuce and you're done!

We've taken the prep work out of making your favorite gourmet salad. Take to school or the office, pair with your favorite pizza meal or just plain enjoy! Each Kit includes 8 Salad Fixin's Packs (2 of each of the 4 gourmet varieties): Caesar, Asian, Parisian and Southwest. One Salad Fixin's Pack contains enough ingredients to make two side salads or one dinner salad. **\$16.00**



Og
Trans Fat
per serving



Caesar Salad Fixin's Pack



Asian Salad Fixin's Pack



Parisian Salad Fixin's Pack



Southwest Salad Fixin's Pack

Bread Kit crusts contains Soy, Wheat and Milk. Pizza cheese contains Milk. Salad Fixin's Kit may contain Wheat, Milk, Eggs, Soy, Anchovies and Tree Nuts. Salad Fixin's Kit processed in a plant that contains Peanuts and Tree Nuts. For more ingredient information please visit PizzaKit.com, or call 1-888-452-5487. Prices and products subject to change.

Snacks & Specialty Items!



LIMITED TIME ONLY!

TP TRADITIONAL SOFT PRETZEL KIT

A perfect twist to a healthy lunch or after school snack! Delicious plain, salted or dipped in your favorite sauce. Each pretzel is individually wrapped and ready from freezer to microwave in minutes. Makes 12 Little Caesars Soft Pretzels. **\$14.00**



LIMITED TIME ONLY!

VP VARIETY PRETZEL KIT

These ready-to-heat pretzels are perfect for a party, snack or tasty treat. Can't make up your mind? Have one of each! Each Kit includes 12 individually wrapped Little Caesars Pretzels: 4 Traditional Soft Pretzels, 4 Jalapeño & Cheese Pretzels and 4 Cheddar Cheese Pretzels. **\$16.00**



LIMITED TIME ONLY!

Little Caesars® Mini Calzone Variety Kits

Easy to prepare and ready from the oven or microwave in minutes. Each kit includes 24 delicious Mini Calzones in 2 different varieties.

MC STEAK & CHEESE/PEPPERONI & CHEESE

One variety stuffed with roast beef and peppers and the other with zesty pepperoni - both filled with premium Mozzarella cheese. Includes 24 Mini Calzones (12 of each variety). **\$16.00**

BC **NEW!** BUFFALO CHICKEN/PEPPERONI & CHEESE

One variety includes hearty Buffalo Chicken Calzones with the robust flavor of hot wings, plus loads of cheese and a crispy crust. The other variety is zesty pepperoni and premium Mozzarella cheese. Includes 24 Mini Calzones (12 of each variety). **\$16.00**



A quick & convenient way to add extra flavor to any meal!

GS GOURMET SPICE KIT

Four Little Caesars 7-ounce jars of fancy, flavorful spices. Snappy Seasoning Salt, Classic Italian Seasoning, Savory Southwestern Seasoning and Zesty Garlic Pepper Pizzaz. Contains no MSG. **\$16.00**



S1 PIZZA SERVER PADDLE

Ideal for pizza preparation, cutting and serving. Perfect for the chef in your family! Not for use in the oven. **\$25.00**



S2 COMMERCIAL GRADE PIZZA CUTTER

You're sure to have perfect pizza slices every time with this heavy-duty pizza cutter. Commercial grade cutter with 2-inch wheel. Dishwasher safe. **\$12.00**

***Limited time only products available while supplies last.**

Snack Kit Products may contain Soy, Wheat, Milk, Eggs and Tree Nuts and Peanuts. For more ingredient information please visit PizzaKit.com, or call 1-888-452-5487. Prices and products subject to change.

Break-n-Bake Cookie Dough!

Sweet & Scrumptious!



0g
Trans Fat
per serving

Just Break,
Bake & Enjoy!



0g
Trans Fat
per serving

LITTLE CAESARS® BREAK-N-BAKE COOKIE DOUGH

Family size cookie dough with "Break-n-Bake" convenience. Four 15-count packages of pre-portioned cookie dough with a homemade taste! Made with special ingredients such as real chocolate, natural peanut butter, plump raisins, and the finest macadamia nuts. A quick and delicious dessert or snack. Compact package design makes storage easy. Bake some for your family today!

CD CHOCOLATE CHIP

Just break-n-bake for gourmet cookies every time! Loaded with delicious chips of real semi-sweet chocolate. Each Kit includes 4 individual packages of pre-portioned Break-n-Bake cookie dough. Makes 60 Little Caesars cookies. **\$16.00**



0g
Trans Fat
per serving

WC WHITE CHOCOLATE MACADAMIA NUT

Rich white chocolate chips and the finest macadamia nuts. Each Kit includes 4 individual packages of pre-portioned Break-n-Bake cookie dough. Makes 60 Little Caesars cookies. **\$18.00**



0g
Trans Fat
per serving

PN PEANUT BUTTER CHOCOLATE CHIP

The perfect blend of creamy peanut butter and rich chocolate chips! Each Kit includes 4 individual packages of pre-portioned Break-n-Bake cookie dough. Makes 60 Little Caesars cookies. **\$16.00**



0g
Trans Fat
per serving

O OATMEAL RAISIN (with cinnamon chips)

Wholesome oats, plump raisins and sweet cinnamon chips! Each Kit includes 4 individual packages of pre-portioned Break-n-Bake cookie dough. Makes 60 Little Caesars cookies. **\$16.00**



0g
Trans Fat
per serving

NEW!

LIMITED TIME ONLY!

SC SUGAR COOKIE KIT

Our classic sugar cookies are a terrific way to have fun baking at home with the whole family. Each Kit includes 4 individual packages of pre-portioned Break-n-Bake cookie dough, 1 packet of cinnamon sugar and 1 packet of colorful sugar for decorating. Makes 60 Little Caesars cookies. **\$16.00**



0g
Trans Fat
per serving

NEW!

LIMITED TIME ONLY!

VC VARIETY COOKIE DOUGH

Everyone in your family will love this assortment of delicious cookies! Each variety kit contains four 15-count packages of pre-portioned Break-n-Bake cookie dough: Chocolate Chip, Peanut Butter Chocolate Chip, Oatmeal Raisin and Sugar Cookie. Makes 60 Little Caesars cookies. **\$16.00**

*Limited time only products available while supplies last.

Cookie Dough contains Wheat, Soy, Milk and Eggs. Cookie Dough is processed in a plant that contains Peanuts and Tree Nuts. For more ingredient information please visit PizzoKit.com, or call 1-888-452-5487. Prices and products subject to change.

Delicious Fresh Fruit Pie Kits!

Great Homemade Taste!



Mix, Bake & Enjoy!

Little Caesars® Pie Kits are made with the finest ingredients including FRESH apples and cherries and convenient ready-to-bake pie crusts. You'll love the homemade taste and quality!



APPLE PIE KIT

Fresh, juicy apples spiced just right with cinnamon, sugar and sweet crumble topping. Makes two Little Caesars 9-inch Fresh Fruit Pies. **\$18.00**

CHERRY PIE KIT

Fresh, ripe cherries with sweet crumble topping. Makes two Little Caesars 9-inch Fresh Fruit Pies. **\$18.00**

Pie crusts contain Wheat and Milk. Pie Kits are processed in a plant that contains Peanuts and Tree Nuts. For more ingredient information please visit PizzaKit.com, or call 1-888-452-5487. Prices and products subject to change.

A Leader In Fundraising Value

You expect quality and value for your money. Little Caesars® is known as a value leader and you'll find that our Pizza Kits deliver with superior taste and affordability. You'll be pleased with our delicious, convenient, and economical products!

We offer only top-quality products made with fresh ingredients at a great price! Everything in your Kit is carefully selected on the basis of quality, taste and nutritional value. Your expectations will be exceeded by our delicious crust, custom 100% real Mozzarella and Muenster cheese blend, our signature sauce, specially-crafted spice blends, and premium toppings.

Get more for your money with Pizza Kits!

Everything you need to make at least 3 delicious family-size pizzas at home in less than 10 minutes! All items are individually packaged, so whatever is not immediately used can be stored in the fridge or freezer. With several great tasting varieties to choose from, everyone in your family will have a favorite of their own!



Easy As 1-2-3!



1. Spread Sauce



2. Add Cheese



3. Add Your Favorite Toppings, Bake & Enjoy!



Little Caesars® Pizza Kit Fundraising Program is proud to be affiliated with Little Caesars® Pizza, recently named *Highest Rated Chain, Value For The Money* among all quick service restaurant chains.*

Highest Rated Chain - Value For The Money based on a nationwide survey of quick service restaurant consumers by Sandelman & Associates, 2007, 2008 and 2009.



Pizza Kit Home Delivery!



Friends and family across the country can now support your organization anytime!

Pizza Kit Home Delivery is a great addition to your current traditional Little Caesars® Pizza Kit Fundraiser. Your organization will earn at least \$5 for each Kit sold online through our Pizza Kit Home Delivery Program. Let friends and family know they can now order Pizza Kits online to support your organization.

Order whenever it's convenient at PizzaKit.com.

* For every Kit purchased through Pizza Kit Home Delivery, organizations running an active fundraiser will earn \$5 – \$7 profit per Kit based on the overall profit level achieved by the group. Organizations between group fundraisers will earn \$5 profit for each Kit purchased through Pizza Kit Home Delivery. Shipping rates apply. Select products are available for Pizza Kit Home Delivery orders. Pizza Kit Home Delivery is available throughout the continental U.S.



Selling Little Caesars® Pizza Kits Is Easy!

Helpful tips to get you started...

- Share your sales goal and the purpose of your fundraiser. Customers like to know what cause they are supporting.
- Be sure to point out to your customers that Kits are a value. Traditional Pizza Kits make 3 pizzas, and variety kits contain all of the ingredients for several items.
- Contact everyone you know including friends, neighbors, and relatives.
- Use our online tools to help reach your customers. Discuss with your parents a plan that includes using email, text messages and social media.
- Ask for help. Parents can help by selling Pizza Kits at work.
- Don't forget to ask teachers, administrators, coaches and teammates. Your friends at your church, synagogue, mosque, or house of worship will want to support your fundraiser, too.
- Mention 2 or 3 of your favorite Pizza Kits while selling. Your customers will want to hear your recommendations.
- Point out to your customers reasons to stock up – holidays, special events, birthday parties, sleepovers, and family get-togethers.
- Share with your customers that most people use their Pizza Kits very quickly. Make sure they've bought enough to last until your next fundraiser!
- Remind your customers that they can trust the Little Caesars® brand name.

Remember, for your personal safety please do not sell door-to-door to strangers – family and friends only!

Helping You Raise Dough For Your Community!

Call us toll-free for more information about fundraising with Little Caesars®. One of our friendly representatives will personally answer your questions (weekdays 8:30 a.m. - 8:00 p.m. ET).

Call us with questions and comments,

1-888-4-LC-KITS (1-888-452-5487),

or visit us online 24-hours-a-day PizzaKit.com

