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For Immediate Release:

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Little Caesars Goes Greek

A Greek life-like community that celebrates college student's' lifestyle and mindset. Pi Pi Pie is dedicated to bringing fun, good food to 6 college campuses across America.

Houston, Texas March 8, 2018-- Little Caesars launched their latest new product innovation, the ExtraMostBestest Pizza. The new \$6 ExtraMostBestest pizza has the most pepperoni and cheese of any large round standard menu one-topping pepperoni pizza sold by the other three major national pizza chains. Little Caesar's mission is to get the word out there across the country about the ExtraMostBestest Pizza through Pi Pi Pie. The Pi Pi Pie Rush Tour will be making 6 stops at the following colleges; the University of Houston on March 8, Temple University on March 15, University of California on March 22, University of Utah on March 29, University of Illinois at Chicago on April 5, and Wayne State University on April 12.

Pi Pi Pie is an all-inclusive nationwide society that shares a common love for pizza. Pi Pi Pie will be able to show college students that they could have fun, eat well and still save money. Pi Pi Pie will focus to bring together a sense of community for the love of pizza. People may be wondering how they can rush for Pi Pi Pie, and that is a simple question to answer. If you like pizza and pizza likes you, you're at the right greek house. Everyone and anyone can participate in Pi Pi Pie. During rush, the Little Caesars Pi Pi Pie street team will be out the day before on campus between 12:00 P.M. to 5:00 pm. During rush, the street team will hand out Pi Pi Pie branded wear like bracelets and flyers. At initiation, the day of, it will begin at 12:00 p.m and will continue until 2:00 P.M.

During the Pi Pi Pie Rush Tour, you will be able to participate in ExtraMostBestest of everything. The tour will include samples of ExtraMostBestest Pizza, play-to-win prizes that include Pi Pi Pie shirts, flash drives, and reusable bottles and don't forget to grab your rush brothers and sister to play some cornhole and inflatable hockey. While celebrating your time as a new member of Pi Pi Pie, students will also be able to keep their memories forever by taking photos with the #ExtraMostBestest photo corner. The photo corner will also include props and Pi Pi Pie branded materials to include in the photo. Each college stop will also include live entertainment from their college town.

Little Caesars is the largest carryout-only pizza chain and fastest growing pizza chain in America. It was founded in 1959 as a single, family-owned restaurant. Today it has become the third largest pizza chain in the world and operates 50 U.S States, as well as 18 countries and territories worldwide. Little Caesars is known for its Hot-N-Ready pizza and has been named "Best Value in America." Little Caesars products are made with quality ingredients, like fresh, never frozen, mozzarella and muenster cheese, dough made fresh daily in stores and sauce made from fresh-packed, vine-ripened California crushed tomatoes. Little Caesars will always live up to and succeed in their mission statement, "the best take-home pizza chain by exceeding customer expectations with extraordinary value, great tasting products, and outstanding people." Contact Little Caesars Enterprise Inc with any further informational questions about Little Caesars, ExtraMostBestest Pizza, or Pi Pi Pie at (313)-983-6000 or online at <https://littlecaesars.com/en-us/>.

