

CONTACT INFORMATION [sample letter follows]

ELECTRONIC CORRESPONDENCE

web comment form (Yum! Brands): <http://www.yum.com/contact/toyoung.htm>

web comment form (KFC): http://64.213.197.19/forms/irpt_Comments.asp

[CANADA] priszm brandz: info@priszm.com

*PETA has waged a campaign for KFC to clean up its act since 2001! The corporate bird killers have stalled, ignored...and now want to conduct "more research." For the 850 million birds slaughtered and packed into buckets each year, please take the time to mail or fax polite letters to at least some of the contacts listed below. YUM! BRANDS' BOARD OF DIRECTORS needs to know consumers care. -KC

UNITED STATES

David Novak, CEO, Yum! Brands

1441 Gardiner Lane; Louisville KY 40213

US ph: 1-800-CALL-KFC (1-800-225-5532); fax: 502-874-8291

Canada ph: 1-866-664-5696 (in Canada); 416-664-5202 (Greater Toronto Area or from the US)

web comment form (Yum! Brands) <http://www.yum.com/contact/toyoung.htm>

"Shareholders, or other parties who wish to communicate directly with non-management directors as a group or the Board, may write to the Nominating and Governance Committee at:"
YUM! Brands, Inc.

Nominating and Governance Committee

1441 Gardiner Lane; Louisville, Kentucky 40213

website: <http://www.yum.com/>

Gregg Dedrick, President, KFC Corporation

414 Watch Hill Ln.; Louisville, KY 40245

ph: 1-800-CALL-KFC; fax: 502-874-8790

web comment form (KFC): http://64.213.197.19/forms/irpt_Comments.asp

Jonathan Blum, Senior Vice President

Yum! Brands, 702 Shady Ln.; Louisville, KY 40223

fax: 502-874-8315

UNITED KINGDOM

David Fitzjohn, Managing Director

Yum! Restaurants International, 32 Goldsworth Road

Woking GU21 1JT

ph: 01483 717000; fax: 01483 717018

CANADA

John Bitove, Chair

priszm brandz, 101 Exchange Ave.

Vaughan, ON L4K 5R6

ph: 416-739-2900, 1-866-774-7961; email: info@priszm.com

AUSTRALIA

Roger Eaton, Senior Vice President

Yum! Restaurants International, 20 Rodborough Road

Frenchs Forest, NSW 2086

YUM! BRANDS' BOARD OF DIRECTORS

David W. Dorman, Chair and CEO
AT&T Corporation, One AT&T Way
Bedminster, NJ 07921
ph: 908-221-2000; fax: 908-532-1675

Massimo Ferragamo, President and Vice Chair
Ferragamo USA, Inc., 663 Fifth Ave.
New York, NY 10022

J. David Grissom, Chair
Mayfair Capital, Inc., 6130 Longview Ln.
Louisville, KY 40222-6173
ph: 502-896-1889

Bonnie Hill, Senior Vice President
The Los Angeles Times, 202 W. First St.
Los Angeles, CA 90012
fax: 213-629-4411

Robert Holland Jr.
257 Soundview Ave.; White Plains, NY 10606-3821
ph: 914-946-6706

Kenneth Langone, Chair, CEO, & President
Invemed Associates, LLC, 375 Park Ave., Ste. 2205
New York, NY 10152
fax: 212-421-2500

Jonathan S. Linen, Vice Chair
American Express Company
World Financial Center, 200 Vesey St.
New York, NY 10285
ph: 212-640-2000

Andrall E. Pearson
11066 Turtle Beach Rd.; North Palm Beach, FL 33480-3415
ph: 561-622-1564

Thomas Ryan, Chair, CEO, & President
CVS Corporation, 1 CVS Dr.
Woonsocket, RI 02895
ph: 401-766-2917; fax: 401-765-1500

Jackie Trujillo, Chair of the Board
Harman Management Corporation, 199 First St., Ste. 212
Los Altos, CA 94023
fax: 650-941-5681

Robert J. Ulrich, Chair and CEO
Target Corporation, 1000 Nicollet Mall
Minneapolis, MN 55403
ph: 612-696-3731; fax: 612-304-6073

KFC Corporation, Yum! Brands and its Board of Directors, prizm brandz:

KFC and Yum! Brands had the opportunity to make a difference—for some 850 million birds AND innumerable consumers who care about the way they are treated. Instead, on March 28, 2005, KFC's COO, general counsel, and others involved in negotiations PETA initiated in 2001 chose to discount recommendations from a jointly approved panel of animal welfare experts.

Rather than heed qualified advice from KFC's own "advisory board" and leading poultry scientists in the U.K., Canada, and the U.S.—KFC/Yum! Brands endorsed a "plan of action" with flimsy guidelines and halfhearted vows to write letters and conduct further research.

This doesn't accomplish a heck of a lot for the 25 chickens killed per second for KFC.

Perhaps the fact domestic fowl possess a complex nervous system and intelligence comparable to cats, dogs, and primates doesn't interest you. Maybe you don't care that chickens in a natural environment develop social hierarchies, identify one another, nurture their young, build nests, take dust baths, or roost in trees.

But from a business standpoint, you ought to acknowledge the growing consumer base concerned about cruelty on factory farms. I am extremely disappointed in KFC/Yum! Brands and will advise friends, family and colleagues to join me in a boycott of your food brands until visible strides are made to prevent animal suffering on all contract farms.

I appeal to KFC/Yum! Brands to adopt the principles outlined in PETA's four-point plan:

1.) Institute an "Animal Care Standards" policy. Safeguard factory-farmed chickens from ammonia concentration, substandard lighting, and intensive confinement. Ban the deliberate starvation of breeding birds and provide mental/physical stimulation for all birds. Currently, chickens cannot engage in even a single natural behavior. Stuffed by the tens of thousands into lightless, waste-filled sheds, ammonia fumes sear through their eyes and lungs. A chicken's entire life occupies a space roughly the size of a sheet of paper!

Clearly, these birds require more space and objects to perch on or peck so they can express some instinctive habits. Simple improvements could eliminate the gruesome practice of amputating the birds' beaks and toes to curtail fighting and competitive behaviors.

2.) Utilize controlled-atmosphere slaughter in place of electrical stunning and throat slitting. The present breakneck production line begins with shackled birds slung upside down from a revolving rail. Their heads are plunged into electrified water baths with settings commonly below the level necessary to render them unconscious. As a result, many birds remain cognizant when their throats are slit. Some birds flap so frantically, they miss the stun bath and automated or manual neck-cutters altogether. Fully alert, they are immersed in feather-extracting tanks of scalding water.

3.) Replace coarse handling with humane mechanized gathering. Studies demonstrate that hand capture leads to four times as many fractured legs, over eight times more bruising, and increased anxiety.

4.) Do not fill birds with growth hormones, drugs, and antibiotics for nontherapeutic purposes. The use of drugs creates breast-heavy "Franken-birds" with crippling leg abnormalities, collapsing lungs, and heart disease. Anatomically altered birds cannot support their own weight and many starve to death within inches of food before reaching slaughter weight at two months of age.

Chickens are not protected under the Humane Slaughter Act. Regulations at the federal and state levels are lax to nonexistent. That made it fairly easy for workers inside a Moorefield, West Virginia Pilgrim's Pride plant to brutally torture chickens. Captured on video in July of 2004, employees of this major supplier to KFC restaurants smashed birds against floors and walls and tore beaks from their faces. They decapitated live birds by twisting off their heads. They spat tobacco into the chickens' eyes and mouths and spray-painted their faces.

We are only asking for basic improvements. At the very least, animals killed for human consumption deserve immunity from abuse—whether that abuse falls under “acceptable” husbandry practices or illegal animal cruelty.

Thank you,