

Yum! Brands Directs \$500,000 to Haiti Through Its World Hunger Relief Effort

Company Foundation Matches Cash Donations from Global Employees to \$500,000; Mobilizes Hunger Relief Ambassadors Around the World to Collect Clothing, Blankets, Food and Conduct Blood Drives for Red Cross

LOUISVILLE, KY, January 14, 2010 – Yum! Brands (NYSE: YUM) announced that it is directing \$500,000 from its World Hunger Relief global effort to provide food for earthquake victims in Haiti.

Yum! Brands' World Hunger Relief is the world's largest private-sector, hunger-relief effort, spanning 110 countries, 36,000 KFC, Pizza Hut, Taco Bell, Long John Silver's and A&W Restaurants, to raise awareness, volunteerism and funds for the United Nations World Food Programme (WFP).

Since World Hunger Relief launched in 2007, the effort has raised nearly \$60 million for WFP and other hunger relief organizations and is helping to provide approximately 250 million meals, saving the lives of millions of people in remote corners of the world. More than 1.4 million of the Company's employees, franchisees and their families have volunteered more than 15 million hours to aid hunger relief efforts in communities worldwide.

"The situation in Haiti is devastating and our sympathies go out to everyone impacted by the earthquake. Because Yum! is a company with a huge heart, we immediately committed \$500,000 from our World Hunger Relief effort to help the people of Haiti," said David Novak, Chairman and CEO, Yum! Brands, Inc.

"I visited Haiti over a year ago after hurricanes ravaged the country. We were so moved that we immediately pledged the first \$1 million raised from our World Hunger Relief campaign that year to go to Haiti," said Novak. The funds helped WFP feed 35,000 school children for six months.

While the company has no restaurants in Haiti, employees around the globe are mobilizing to collect much-needed items and are making cash donations as well. "I'm so proud of the way our global system has rallied to provide support to Haiti in their time of need," added Novak.

At the Clinton Global Initiative in 2008, Yum! Brands was recognized for its hunger relief efforts. Over a five-year span, the Company pledged to: raise and donate at least \$80 million to help WFP and others provide 200 million meals for hungry school children in developing countries; donate 20 million hours of hunger relief volunteer service in the communities in which it operates; donate \$200 million worth of its prepared food to hunger agencies in the United States; and use the Company's marketing clout to generate awareness of the hunger problem, and convince others to become part of the solution.

Customers can make donations to World Hunger Relief by visiting FromHungertoHope.com and Company and brand web sites. Funds raised go to the United Nations World Food Program and

other hunger relief organizations. Yum! Brands Foundation will match all global Yum! employee donations up to a system-wide total of \$500,000.

Yum! and its brands have been committed to fighting hunger for more than a decade by donating over \$46 million of prepared food annually to the underprivileged in the United States. Since the Company went public in 1997, it has donated more than \$550 million of its food to hunger relief agencies in the U.S. The Company also has been the primary sponsor of the Dare to Care Food Bank in Louisville for nine years, and has donated \$9 million to this local agency.

Yum! Brands, Inc., (NYSE:YUM) based in Louisville, Kentucky, is the world's largest restaurant company in terms of system restaurants, with more than 36,000 restaurants in over 110 countries and territories. The company is ranked #239 on the Fortune 500 List, with revenues in excess of \$11 billion in 2008. Four of the Company's restaurant brands – KFC, Pizza Hut, Taco Bell and Long John Silver's – are the global leaders of the chicken, pizza, Mexican-style food and quick-service seafood categories, respectively. Outside the United States, the Yum! Brands system opened more than four new restaurants each day of the year, making it a leader in international retail development. The company has consistently been recognized for its reward and recognition culture, diversity leadership, community giving, and consistent shareholder returns.