

**Muhammad Ali and Christina Aguilera Raise Funds for United Nations World Food Programme Relief Efforts in Haiti by Appearing in Global PSA**

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**Public Service Announcement Urges People to Give \$5 by Texting FRIENDS to 90999 or Donate Online at [www.fromhungertofope.com](http://www.fromhungertofope.com) – \$5 Will Feed 20 Hungry Children in Haiti**

**Louisville, KY, January 27, 2010** – Global humanitarian and sports icon Muhammad Ali along with multi-Grammy Award winner Christina Aguilera are joining forces to help the United Nations World Food Programme (WFP) Haiti relief efforts by appearing in a Public Service Announcement underwritten by the Yum! Brands Foundation. The new global PSA featuring Ali and Aguilera will appear internationally on television and online.

Donations raised through Ali and Aguilera's PSA, highlighting a text message and online campaign, will go directly to support WFP's efforts to get food to earthquake survivors in Haiti. WFP is the world's largest humanitarian organization fighting hunger worldwide and on the frontline in the quake zone providing relief efforts.

Last week, Ali and Aguilera also participated in the internationally televised "Hope for Haiti Now" celebrity telethon, including a special performance from Aguilera.

"I'm devastated by the toll that the earthquake has taken, and as a mom, I am especially heartbroken by the children and families affected," said Christina Aguilera. "My goal for the PSA is to inspire as many people as possible to donate to the World Food Programme so they can continue to feed the survivors in Haiti and move them from hunger to hope," added Aguilera.

"The earthquake and the aftershocks in Haiti are among the worst tragedies of our lifetime," Muhammad Ali stated. "I urge people from around the world to open their hearts and give anything they can to help the World Food Programme's relief efforts in Haiti."

Christina Aguilera serves as the global spokesperson for Yum! Brands' World Hunger Relief campaign, the world's largest private-sector, hunger-relief effort, spanning 110 countries and 36,000 KFC, Pizza Hut, Taco Bell, Long John Silver's and A&W restaurants. The initiative raises awareness, volunteerism and funds for WFP.

"We want to thank Muhammad Ali and Christina Aguilera for helping us raise funds for the United Nations World Food Programme and feed hungry people in Haiti," said David Novak, Chairman and CEO, Yum! Brands, Inc. "As a company with a huge heart, we believe it is our responsibility to help the people of Haiti rebuild their lives."

After the earthquake hit, Yum! announced that it is directing \$500,000 from its World Hunger Relief global effort to help WFP provide food for earthquake victims, and the Yum! Brands Foundation is matching all global Yum! employee donations up to a system-wide total of \$500,000. David Novak visited Haiti in 2008 after four devastating hurricanes hit the country and immediately pledged \$1 million from that year's World Hunger Relief campaign to Haiti.

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While the Company has no restaurants in Haiti, employees around the globe are mobilizing to collect much-needed items such as food, blankets and cash. They are also conducting blood drives with the American Red Cross and looking to see whether the Company's mobile kitchens can get into Haiti to provide food to relief workers.

WFP began distributing food assistance within hours of the earthquake and has launched a \$279 million relief operation to reach 2 million Haitians as well as providing logistical and telecommunications support to the entire humanitarian community. Since the earthquake struck, WFP has been streaming humanitarian assistance into Haiti, opening up air, sea and land corridors.

In 2009, there were more than 1 billion hungry people around the world when Aguilera lent her powerful voice to help raise awareness of the hunger issue by appearing in the World Hunger Relief's global PSA, restaurant posters, and online efforts including [www.fromhungertohope.com](http://www.fromhungertohope.com). The 2009 campaign raised a record-breaking \$22.5 million for WFP and other hunger relief organizations, helping to provide more than 90 million meals to millions of hungry people. More than 1.4 million employees and franchisees around the globe volunteered six million volunteer hours at hunger relief agencies, food banks and soup kitchens.

In the past three years, Yum! Brands' World Hunger Relief campaign 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. For more than ten years, the Company has also donated more than \$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.

The 30-second PSA with Aguilera and Ali was produced by DraftFCB in Chicago.

A b-roll package is available via satellite at the following times and coordinates:

WEDNESDAY, JAN. 27

7:30 – 7:45 PM ET Galaxy 3C, Tr. 4, Audio 6.2-6.8, DL 3780V

THURSDAY, JAN. 28

4:30 – 4:45 AM ET Galaxy 3C, Tr. 4, Audio 6.2-6.8, DL 3780V

1:15 – 1:30 PM ET Galaxy 19C, Tr. 8, Audio 6.2-6.8, DL 3860H

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### About Yum! Brands, Inc.

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.

### About the Muhammad Ali Center & Muhammad Ali Enterprises LLC

The Muhammad Ali Center is a cultural attraction and international education center that is inspired by the ideals of Muhammad Ali. Featuring an award-winning visitor experience, educational and public programming, and global initiatives, the Ali Center reaches beyond its physical walls to fulfill its mission: To preserve and share the legacy and ideals of Muhammad Ali, to promote respect, hope and understanding, and to inspire adults and children everywhere to be as great as they can be. Muhammad Ali Enterprises LLC ("MAE") is a California limited liability company. MAE is aggressively involved in a worldwide licensing program, merchandising, television, film, video and Internet projects. For more information on MAE, visit [www.Ali.com](http://www.Ali.com). MAE is a subsidiary of CKX, Inc., a publicly traded company listed on the NASDAQ Global Market® under the ticker symbol "CKXE." Also visit [www.ckx.com](http://www.ckx.com).

### About Christina Aguilera

Christina Aguilera is one of the most successful recording artists of the past decade, selling more than 42 million records worldwide. Aguilera's 1999 self-titled debut album spawned three #1 singles on the Billboard Hot 100. Aguilera has won four GRAMMY Awards and one Latin GRAMMY Award.

### About the United Nations World Food Programme

WFP is the world's largest humanitarian agency fighting hunger worldwide, and the United Nations' frontline agency for hunger solutions. In 2010, WFP aims to feed 90 million people in 73 countries.

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