



Global Hunger Reaches Epic Proportions with More Than 1 Billion Hungry People Worldwide

Yum! Brands' World Hunger Relief Raises Record-Breaking \$22.5 Million in Donations to Help United Nations World Food Programme and Other Hunger Relief Agencies Provide More Than 90 Million Meals to Help End World Hunger

LOUISVILLE, KY, December 17, 2009 – Yum! Brands' (NYSE: YUM) World Hunger Relief effort with multi-Grammy Award winner and pop superstar Christina Aguilera as the campaign's global spokesperson has created widespread awareness and deeper engagement to benefit the United Nations World Food Programme (WFP) and other hunger relief agencies.

As the world's largest volunteer movement and private sector hunger relief effort, more than 1.4 million employees, franchisees and their families across more than 36,000 KFC, Pizza Hut, Taco Bell, Long John Silver's and A&W Restaurants in 110 countries volunteered six million hours to aid hunger relief efforts in communities worldwide. The fall campaign has raised more than \$22.5 million and counting in overall donations from employees and consumers for WFP and other hunger relief agencies.

“It is incomprehensible that more than 1 billion people go to bed hungry every day,” said David Novak, Chairman and CEO, Yum! Brands, Inc. “As the world’s largest restaurant company, we believe it is our privilege and responsibility to make a difference in the lives of others less fortunate who are starving around the globe.”

“I’m so proud to witness how our employees, franchisees and their families around the world have rallied and volunteered their time to fight hunger,” said Novak. “With the help of our global spokesperson Christina Aguilera lending her voice, we were able to raise more awareness than ever to this critical issue. Through our efforts, we will provide more than 90 million meals and move millions of people from hunger to hope.”

Officials from WFP, the largest humanitarian agency in the fight against hunger worldwide, are determining specifics on how and where their funds will be used with Yum! donating the first \$1 million to WFP’s relief operations in El Salvador. The Yum! Foundation is covering the WFP's administrative fees so that funds collected online and at its restaurants will go directly towards feeding some of the world’s poorest people, particularly school children around the globe. Every U.S. dollar raised feeds four hungry children.

In its third year, Yum's World Hunger Relief campaign has leveraged the power of its global system. Campaign highlights include:

- Christina Aguilera raised awareness of the hunger issue by appearing in the World Hunger Relief campaign's global public service announcement and advertisement where she sings *Beautiful* on a busy corner in Los Angeles to raise money for hunger relief. Aguilera also appeared in the campaign's restaurant posters with the quote, "Together, we have the power to save lives and go from hunger to hope" and online efforts, including the campaign's web site FromHungertoHope.com.
- Novak, the presidents from KFC, Pizza Hut, Taco Bell and Yum! Restaurants International, other senior executives and franchise leaders traveled to El Salvador in August to see WFP's relief efforts.
- Yum! is co-leading the Business Council to End Global Hunger to encourage others in business, trade associations and the private sector to develop and support an advocacy initiative and comprehensive strategy with the U.S. government to end global hunger.
- KFC U.S. converted restaurants in several cities into "World Hunger Relief Kitchens" and served food to people from local shelters. Pizza Hut U.S. worked with star wide receiver Roy Williams who caught passes thrown by fans at a Dallas Pizza Hut in exchange for donations to WFP. Taco Bell U.S. partnered with NBA legend Dikembe Mutombo who visited an Atlanta-area Taco Bell and invited customers to make donations.
- Yum! markets and employees around the world deployed outreach efforts to generate awareness and raise money for World Hunger Relief. Yum! China coordinated a national "Running With Love" campaign across 17 cities with several celebrities and athletes participating. KFC South Africa's "Add Hope" national campaign included a number of activities and competitions to encourage consumer participation – from adding money to their meals for World Hunger Relief to consumer competitions with some of South Africa's leading culinary experts. KFC and Pizza Hut Australia encouraged consumers to get involved in World Hunger Relief by making donations or purchasing frisbees, wristbands and pens in the restaurants to show their support. KFC U.K. employees organized events including parachute jumps, football matches and mountain climbing. In Dubai, teams launched a "Battle of the Bands" to raise money and awareness.
- 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. Employees organized everything from car washes to auction sales to sponsored walks to bike races all to raise awareness and donations to support WFP and other hunger relief agencies.
- Yum! generated the equivalent of nearly \$50 million in awareness of the hunger issue through a PSA, advertising, public relations, web-based communications and in-restaurant posters. In addition, the company leveraged the power of the Internet and social media to reach millions of people through the campaign's website, FromHungertoHope.com, and other on-line activity such as Google, Facebook, Twitter, MySpace, ThinkMTV, YouTube and others.

Since World Hunger Relief launched in 2007, 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 effort has raised nearly \$60 million for

WFP and other hunger relief organizations and is helping to provide approximately 250 million meals and save the lives of millions of people in remote corners of the world.

At the Clinton Global Initiative last year, 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.

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.

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.

WFP is the world's largest humanitarian agency fighting hunger worldwide. In 2009, WFP aims to feed 108 million people in 74 countries.

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