



David Novak  
CEO, Yum! Brands  
13006 N. Osage Rd.  
Anchorage, KY 40223

Dear Mr Novak,

I'm writing on behalf of my friends at People for the Ethical Treatment of Animals (PETA) India to ask KFC to implement standards to prevent the worst abuses of the 850 million chickens killed for its buckets each year.

PETA investigations into KFC supplier farms across the world have turned up cases of terrible abuse in the U.S., Germany, India, Australia, the U.K., and New Zealand.

Chickens are inquisitive and interesting animals who are at least as intelligent as cats, dogs, and even some primates. When in their natural surroundings, rather than on factory farms, they form friendships and social hierarchies, recognize one another, care for their young, and enjoy a full life of dust-bathing, making nests, roosting in trees, and more.

PETA is campaigning against KFC because your company treats these gentle animals like machines and finds it acceptable to deny them all that is natural to them, break their wings and legs, burn them to death in scalding tanks and slit their throats while they are still conscious. Adopting the standards recommended by PETA and KFC's animal welfare advisors would ensure that chickens killed for KFC don't suffer in these reprehensible ways.

You have the ability and opportunity to decrease the shocking abuse of these interesting, sensitive individuals. It would make a huge difference in the lives of 850 million animals, if you would only agree to ask your supplier farms to implement the most basic of changes. Until you do, I will be calling on all compassionate people across the world to boycott KFC.

Sincerely,

Ravi Shankar

A handwritten signature in cursive script that reads "Ravi Shankar".