

Pamela Anderson

October 27, 2003

David Novak, Chair and CEO
Yum! Brands
1441 Gardiner Ln.
Louisville, KY 40213

1 page via fax: 502-874-8567

Dear Mr. Novak:

Since I joined the call for a boycott of KFC a few weeks ago, I've been flooded with requests for more information. Everywhere that I go, people are asking me why KFC won't adopt the science-based animal-welfare guidelines that PETA has recommended and that KFC's own experts have supported. I am writing now to request a meeting to discuss what can be done to move forward.

I would like to meet not only to plead with you to do the compassionate thing and adopt PETA's guidelines for the millions of chickens slaughtered for KFC, but also to hear your perspective on your company's position on animal welfare, learn what changes have already been made, and get your view on what changes KFC will make in the future. I hope that through dialogue, PETA and KFC can find a way to work together to enact reasonable, positive changes for KFC's chickens.

I must admit from the outset that I can't understand why a company that claims to care about animal welfare would continue to allow chickens to be bred and drugged to be so top-heavy that they can barely walk, to be gathered in a manner than breaks their wings and beaks, and to be scalded to death or drowned in feather-removal tanks.

I understand that in May, you suggested that PETA's treatment of KFC is worse than your treatment of your chickens. Could it be that you are turning a blind eye to what's going on? At our meeting, I would like very much to show you video footage of chickens suffering the abuses that PETA is asking you to address, so that you can better understand why I care so much about the pain and misery of these abused little animals. I honestly believe, with all my heart, that if you really understand what's happening, you will do all that you can to make the changes that PETA is demanding.

Please contact me through Dan Mathews of PETA at 757-622-7382, extension 1308, or via e-mail at DanM@peta.org. Thank you for your time and attention to this important matter, and I look forward to hearing from you soon.

Sincerely,



Pamela Anderson