

March 18, 2005

Harvey Brownlee, Chief Operating Officer  
KFC Corporation  
1441 Gardiner Lane  
Louisville, KY 40213

Via email:

Dear Mr. Brownlee:

We understand that KFC received written recommendations from each of the five mutually agreed-upon animal welfare experts (Drs. Duncan, Grandin, Raj, and Mench and Ms. Douglass) within the fourteen day timeframe, so we assume that KFC is now working on its action plan to improve animal welfare. Based on the unequivocal testimony presented by the five experts, we trust that KFC's action plan will address all of PETA's recommended animal welfare improvements and will set out implementation of each within a reasonable timeframe.

As the end of our 30 day time commitment falls on Easter Sunday, we are suggesting a meeting to review the plan, as agreed to in protocol number two, on Monday, March 28. PETA and Mr. Simmons believe that KFC and PETA should have an equal number of attendees at the meeting, as this seems fair to both groups. We assume that KFC will be eager to share its action plan, which should address all of PETA's recommendations internationally within a reasonable timeframe, with transparency and verifiability. Mr. Simmons would be pleased to host this meeting in his office, as that arrangement seemed agreeable to all parties.

In order for everyone to comfortably make travel and scheduling arrangements, may we have confirmation from you by Wednesday, March 23 with your approval of the meeting date and location.

As I'm sure you realize but it is only right to point out to prevent any misunderstanding, if PETA and KFC do not have an agreement that satisfies our recommendations by Sunday, March 27 (the 30 day mark), PETA activities against KFC will resume on Monday, March 28, as per our agreement. If a meeting is scheduled on the 28th, activities will not commence until the meeting has been adjourned, and only in the event that PETA and KFC have not reached an agreement at the meeting. We sincerely hope that such an agreement will be reached.

I do want to ask, especially, that you let us know what is happening with KFC at the international level. Since more than half of the 750 million chickens who are killed for KFC are slaughtered in other countries, we will need some assurance that progress on all issues will be made internationally, as we discussed in



**PETA**

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ORGANIZATION DEDICATED  
TO PROTECTING  
THE RIGHTS OF ALL ANIMALS

February. I know that KFC, also, wants to have international standards, so this shouldn't be a problem.

I look forward to hearing from you soon.

Sincerely,

Steven Jay Gross, Ph.D.

cc: Russell Simmons, President, Rush Communications  
Dr. Ben Chavis, President, Hip Hop Action Network  
Bruce Friedrich, Director, PETA  
Dan Shannon, Senior Campaigner, PETA  
David Novak, CEO, Yum! Brands  
Gregg Dedrick, President, KFC  
Harvey Brownlee, COO, KFC  
Joaquin Pelaz, Senior Vice-President, Product Excellence, Yum! Brands  
Scott Toop, Vice President & General Counsel, KFC  
Doug Hasselo, Chief Food Innovation Officer  
Bonnie Warschauer, Director of Public Relations  
Christina Bongo, Yum! Brands