



*Anoushka Shankar*

17 May 2004

Pete Bassi, Chair  
Yum! Restaurants International  
14841 Dallas Pkwy  
Dallas, TX 75254

1 page via fax: 972-338-8101

Dear Mr Bassi,

I'm writing on behalf of my friends at People for the Ethical Treatment of Animals (PETA) to ask that you please make some basic improvements in the lives of the hundreds of millions of chickens killed each year for KFC.

PETA recently completed an undercover investigation into KFC's main Indian supplier, Venky's, and they discovered horrific cruelty to chickens that would shock the conscience of any kind person. As you know, PETA is campaigning against KFC because your company has refused to eliminate the worst abuses of chickens raised and killed for its restaurants breeding chicks' beaks are seared off with a hot blade without painkillers, chickens spend their entire lives crippled from leg deformities caused by rapid growth and live birds are scalded in tanks of hot water in KFC suppliers' abattoirs, to name a few examples.

Although all chickens raised for food are abused, PETA is targeting KFC because KFC kills more chickens more than 750 million each year than any other chain. As the world's leading killer of chickens, KFC has the responsibility to take the lead in eliminating at least the very worst abuses, but to this date, KFC has done nothing to address them.

Please adopt PETA's simple proposals for improving the lives and deaths of KFC's chickens. You have the ability and opportunity to decrease the shocking abuse of these interesting, sensitive individuals, and until you do, I'll be telling my friends, family and fans to avoid KFC in India.

Thank you for your time and attention to this important matter.

Sincerely,

Anoushka Shankar