

PETA and KFC

August 14, 2003

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

Dear Mr. Novak,

We are writing to suggest a meeting between you and Dr. Steven Gross on August 20 or 21, at the time of your choice. Dr. Gross will be in Louisville, and we believe that a meeting between the two of you might help you explore PETA's point of view in its campaign against Yum! Brands (Yum) and could pave the road to progress. Louisville isn't exactly Camp David, but trying to talk about peace surely can't hurt.

As we hope that you know, we are totally sincere in our desire to decrease cruelty to chickens. We believe that it is possible that you may truly not be aware of what is happening to the chickens who are raised for Yum's restaurants and/or that you must not realize how interesting, intelligent, and deserving of respect chickens really are.

For your information, Dr. Gross has attempted to contact Jonathan Blum several times over the past month, but despite Blum's pledge of availability, he has been unwilling to take Dr. Gross' calls. Dan Shannon placed a courtesy call to Blum's office to invite him to state KFC's position at the news conference announcing our lawsuit, but Blum did not take the call, did not return it, and did not come to the news conference.

Please consider that KFC's suppliers kill more than a billion animals every 16 months, and that doesn't even include the animals killed for Yum's other restaurants. You have the power to make a real and reasonable difference in the lives and deaths of a truly unimaginable number of animals.

Again, we're not expecting KFC to make monumental changes overnight. We're simply asking for a pledge that you will make the changes, do so in a meaningful way and on a reasonable timeframe, and make all the changes transparent and verifiable.

Please let me know if you are available to meet with Dr. Gross. I can be



PETA

PEOPLE FOR THE ETHICAL
TREATMENT OF ANIMALS

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THE RIGHTS OF ALL ANIMALS

reached at 757-622-7382, or via e-mail at BruceF@peta.org.

Very truly yours,

Bruce Friedrich
Director of Vegan Outreach



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