



August 20, 2003

Jonathan D. Blum  
Senior Vice President, Public Affairs

**Yum! Brands, Inc.**

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Mr. Bruce Friedrich  
Director of Vegan Outreach  
Peta  
501 Front Street  
Norfolk, VA 23510

Dear Mr. Friedrich,

Thank you for your letter to David Novak, which was referred to me as I oversee our company's animal welfare initiative.

In light of the fact that Peta has initiated litigation against us, we do not believe further meetings would be productive. As you know, we have had a number of meetings, conversations and written correspondence with your organization in the past and listened carefully to your concerns.

Yum! Brands is the owner of restaurants and does not own, raise or transport animals. Nonetheless, we are implementing animal welfare guiding principles that we believe are comprehensive at both the processing and farm levels. We are also monitoring our suppliers on an ongoing basis to determine whether they are using humane procedures for handling the animals they provide to us. In fact, to further demonstrate our ongoing commitment to animal welfare, we have recently appointed Dr. Al Baroudi as Chief Officer of Scientific, Health and Regulatory Affairs. Dr. Baroudi and others from our company recently spent nearly three days with Dr. Temple Grandin training our auditors on farm level guidelines, augmenting their prior training on supplier processing guidelines.

We will continue to review our progress in this area. Thank you again for your interest in this matter.

Sincerely,

Jonathan D. Blum

