

PETA and KFC

From: Blum, Jonathan

Sent: Tuesday, October 30, 2001 10:23 AM

To: "Bruce Friedrich"

Cc: "Steve Gross (E-mail)" ; "Joy Mench (E-mail)" ; "Ian Duncan (E-mail)" ; "Adele Douglass \ (Business Fax\)"

Subject: RE: Wondering what happened...

Bruce,

Thank you for your letter. Our advisory council is in the process of doing its due diligence. They are reviewing and discussing policies, external recommendations (including PETA's) and industry practices and proposals. They are working toward a year-end goal of proposing new guidelines for KFC with regards to poultry welfare. Once a recommendation has been proposed to KFC's senior management, it will be reviewed, discussed and then next steps will be determined. That may include adoption of the proposal in sum or part depending on the specifics of the proposal, ease of implementation by suppliers and importantly, cost implications. We will certainly let you know of any decision taken, or any questions about your recommendations. In the meantime, I thank you for your ongoing interest.

Sincerely,

Jonathan Blum