



PETA

PEOPLE FOR THE ETHICAL
TREATMENT OF ANIMALS

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February 5, 2004

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

Dear Mr. Novak,

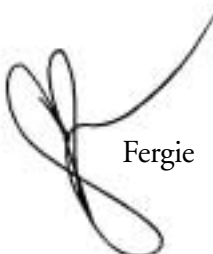

I am writing on behalf of my friends at People for the Ethical Treatment of Animals (PETA), as well as compassionate consumers in Australia, to urge you to implement PETA's list of the most basic things that KFC needs to do to improve the lives of the chickens raised and killed for its restaurants.

Despite its promises to take action, KFC has still not agreed to breed leaner, healthier birds instead of drugging and breeding them so that they grow so quickly that they can barely stand and are in constant pain from splintered limbs; to use humane machines to gather birds for transport, rather than poorly-trained, underpaid workers; or to switch to controlled-atmosphere killing, an accepted method that helps prevent birds from being scalded and slaughtered while fully conscious.

As you know, these recommendations are based on the scientific work of KFC's own animal-welfare advisors and would eliminate only the worst abuses of these animals.

Please let me—and concerned consumers throughout Australia—know that you will end the most horrific forms of abuse suffered by chickens raised and killed for KFC.

Sincerely,



Taboo

Fergie

The Black Eyed Peas

AN INTERNATIONAL
ORGANIZATION DEDICATED
TO PROTECTING
THE RIGHTS OF ALL ANIMALS