

David Novak, Chairman and CEO  
Yum! Brands, Inc.  
1441 Gardiner Ln.  
Louisville, KY 40213

1 page via fax: (001) 502-874-8315

Dear Mr. Novak,

It is unbelievable that KFC has done nothing to improve the worst abuses of chickens raised for your restaurants. It comes as no surprise that KFC's sales have been in the toilet as more and more people find out from PETA about your complete disregard for the well-being of these animals.

You have the responsibility to tell your suppliers that what they are doing is wrong. By doing nothing, you are to blame for the cruelty that these chickens endure, which is truly sickening. You need to require that your suppliers stop chopping the beaks off of parent birds. Require that they stop breeding and drugging chickens to grow so big that they can't even walk. Require that they stop using cruel gathering and slaughtering methods.

You have the influence to make much-needed changes to improve the lives of these chickens and to improve your business as a result. It's a win-win situation for you, and I am amazed that you haven't seen that yet.

Please follow the recommendations of your animal welfare board and PETA to bring your company into the 21<sup>st</sup> century.

Sincerely,

A handwritten signature in black ink that reads "MIKE SKINNER". The letters are cursive and somewhat stylized, with the first name "MIKE" in all caps and "SKINNER" in a mix of caps and lowercase.

Mike Skinner