

**Yum! Brands' World Hunger Relief Effort Reports \$67 Million Raised
Over Three Years Toward Clinton Global Initiative Commitment;
Nearly \$85 Million Collected for World Food Programme and Others Since 2007**

**Company Enabling World Food Programme to Provide Millions of Meals to
Hungry School Children in Developing Countries**

LOUISVILLE, KY, September 20, 2011 – Yum! Brands (NYSE: YUM), parent of KFC, Pizza Hut and Taco Bell, announced today that in just three years since its pledge at the Clinton Global Initiative, the Company's World Hunger Relief effort has raised \$67 million to help the United Nations World Food Programme (WFP) and other hunger relief agencies provide approximately 268 million meals for hungry school children in developing countries. Since the campaign began in 2007, Yum! has raised nearly \$85 million through its World Hunger Relief effort to help WFP and others provide 350 million meals for people in remote corners of the world.

Since Yum!'s commitment at the Clinton Global Initiative in 2008, Yum! has also donated 17 million hours of hunger relief volunteer service; donated \$180 million worth of its prepared food to hunger agencies in the United States; and generated approximately \$150 million worth of awareness of the hunger problem. The Company recently announced that it is directing the first \$1 million from its World Hunger Relief effort this year to help WFP provide food to families affected by hunger and suffering the effects of drought in the Horn of Africa.

“The commitment that we made at the Clinton Global Initiative underscores our passion to do whatever we can to raise awareness, volunteerism and money to help in the fight against hunger,” said David Novak, Chairman and CEO, Yum! Brands, Inc. “With nearly 1 billion hungry people around the globe, there is an urgent need for companies like ours to get involved and find a meaningful solution to this critical problem.”

At the Clinton Global Initiative in 2008, President Bill Clinton announced Yum!'s five-year commitment during a special Plenary Session that made school meals a top priority in the fight to end global hunger. Over a five-year span, the Company pledged to: raise and donate at least \$80 million to help WFP and others provide 200 million meals for hungry school children in developing countries; donate 20 million hours of hunger relief volunteer service in the communities in which it operates; donate \$200 million worth of its prepared food to hunger agencies in the United States; and use the Company's marketing clout to generate awareness of the hunger problem, and convince others to become part of the solution.

Yum! Brands' annual fall World Hunger Relief effort is the world's largest private sector hunger relief initiative, spanning 110 countries, 38,000 KFC, Pizza Hut and Taco Bell restaurants and more than 1 million employees, to raise awareness, volunteerism and funds for WFP and other hunger relief agencies. Since 2007, more than 1 million of the Company's employees, franchisees and their families have volunteered more than 21 million hours to aid hunger relief efforts in communities worldwide.

Multi-Grammy Award winner Christina Aguilera, the effort's global spokesperson, will appear in a new public service announcement this fall as well as advertising, online efforts and posters in KFC, Pizza Hut and Taco Bell restaurants. Consumers can visit www.fromhungertohope.com or donate in the restaurants this fall. Every U.S. dollar raised will go directly towards WFP's operations to fight hunger around the world.

Yum! Brands, Inc., based in Louisville, Ky., is the world's largest restaurant company in terms of system restaurants with approximately 38,000 restaurants in more than 110 countries and territories. The company is ranked #214 on the Fortune 500 List, with revenues of more than \$11 billion in 2010. Four of the company's restaurant brands - KFC, Pizza Hut, Long John Silver's and Taco Bell - are the global leaders of the chicken, quick-service seafood, pizza and Mexican-style food categories. A&W Restaurants is the longest running quick-service franchise chain in America. Outside the United States, the Yum! Brands system opened approximately four new restaurants each day of the year, making it a leader in international retail development. The company has consistently been recognized for its reward and recognition culture, diversity leadership, community giving, and consistent shareholder returns.

WFP is the largest humanitarian agency fighting hunger worldwide. Each year, on average, WFP feeds more than 90 million people in more than 70 countries. For more information, visit www.wfp.org.

Since CGI was established in 2005 by President Bill Clinton, its Annual Meetings have brought together nearly 150 current and former heads of state, 18 Nobel Prize laureates, and hundreds of leading CEOs, along with heads of foundations, major philanthropists, directors of the most effective nongovernmental organizations, and prominent members of the media. These CGI members have made nearly 2,000 commitments, which have already improved the lives of 300 million people in more than 180 countries. When fully funded and implemented, these commitments will be valued in excess of \$63 billion. The 2011 Annual Meeting will take place Sept. 20-22 in New York City. The CGI community also includes CGI U, which hosts an annual meeting for undergraduate and graduate students, and CGI Lead, which engages a select group of young CGI members for leadership development and collective commitment-making. This year, CGI also convened CGI America, a meeting focused on developing ideas for driving economic growth in the United States.