



NEWS



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YUM! BRANDS TO PRESENT AT BANK OF AMERICA MERRILL LYNCH CONSUMER CONFERENCE

LOUISVILLE, KY – March 2, 2011 – Yum! Brands Inc. (NYSE: YUM) today announced that the company will present at the Bank of America Merrill Lynch Consumer Conference on Wednesday, March 9, 2011 in New York City. The presentation is scheduled to begin at approximately 10:05 a.m. Eastern Time.

This event will be webcasted live and can be accessed through the investor relations section of the Yum! Brands website at <http://www.yum.com/investors>. The webcast will be archived and available for replay through Friday, March 25, 2011.

Yum! Brands, Inc., based in Louisville, Kentucky, is the world's largest restaurant company in terms of system restaurants with nearly 38,000 restaurants in more than 110 countries and territories. The Company is ranked #216 on the Fortune 500 List and generated revenues of more than \$11 billion in 2010. Four of the company's restaurant brands – KFC, Pizza Hut, Taco Bell and Long John Silver's – are the global leaders of the chicken, pizza, Mexican-style food and quick-service seafood categories, respectively. 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.

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