



NEWS



Tim Jerzyk

Senior Vice President, Investor Relations

YUM! BRANDS INC. DECLARES QUARTERLY DIVIDEND OF \$0.21 PER SHARE

LOUISVILLE, KY – May 20, 2010 – Yum! Brands Inc. (NYSE: YUM) Board of Directors today declared a dividend of \$0.21 per share of common stock. The quarterly dividend will be distributed August 6, 2010, to shareholders of record at the close of business on July 16. Yum! is committed to returning significant cash to shareholders through dividends and share repurchases. Since inception in 2004, Yum! has more than quadrupled the quarterly dividend.

Yum! Brands is the world's largest restaurant company in terms of system restaurants with more than 37,000 restaurants in more than 110 countries and territories. The company is ranked #216 on the Fortune 500 List, with revenues of nearly \$11 billion in 2009. 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, Yum! Brands' system opened more than four new restaurants each day of the year in 2009, making it a leader in international retail development.

Analysts are invited to contact:

Tim Jerzyk, Senior Vice President Investor Relations, at 888/298-6986

Bruce Bishop, Director Investor Relations, at 888/298-6986

Members of the media are invited to contact:

Amy Sherwood, Vice President Public Relations, at 502/874-8200