



NEWS



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YUM! BRANDS INC. DECLARES QUARTERLY DIVIDEND

LOUISVILLE, KY – May 28, 2009 – Yum! Brands Inc. (NYSE: YUM) announced a dividend of \$0.19 per share of common stock, which will be distributed August 7, 2009, to shareholders of record at the close of business on July 17, 2009.

Yum! continues to return cash and build shareholder value through its dividend program first initiated in 2004. Since then, the Company has increased its dividend four-fold, reflecting the substantial free cash flow and consistent performance generated from its global business growth based on four key strategies:

1. Build leading brands across China in every significant category
2. Drive aggressive, international expansion and build strong brands everywhere
3. Dramatically improve U.S. brand positions, consistency and returns
4. Drive industry leading long-term shareholder and franchisee value

Yum! has delivered consistent performance over the long term which is best demonstrated by seven straight years of exceeding its annual target of at least 10% EPS growth, and its industry leading return on invested capital (ROIC).

Yum! Brands, Inc., based in Louisville, Kentucky, is the world's largest restaurant company in terms of system restaurants, with more than 36,000 restaurants in more than 110 countries and territories. The company is ranked #239 on the Fortune 500 List, with revenues in excess of \$11 billion in 2008. 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. Outside the United States, the Yum! Brands system opened more than four new restaurants each day of the year, making it the largest retail developer in the world. The company has consistently been recognized for its reward and recognition culture, diversity leadership, community giving, and consistent shareholder returns. Yum! Brands has been named one of the "100 Best Corporate Citizens" by Corporate Responsibility Officer magazine for its ongoing commitment to corporate responsibility and ranked among the best investor relations web sites in North America in the 2009 IR Global Rankings. For the second year, the company launched the world's largest private sector hunger relief effort in partnership with the United Nations World Food Programme and other hunger relief agencies. To date, this effort is helping to save approximately 4 million people in remote corners of the world, where hunger is most prevalent.

Analysts are invited to contact:

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