



NEWS



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YUM! BRANDS TO PRESENT AT COWEN AND COMPANY CONSUMER CONFERENCE

LOUISVILLE, KY – January 4, 2011 – Yum! Brands Inc. (NYSE: YUM) today announced that the company will present at the Ninth Annual Cowen and Company Consumer Conference on Tuesday, January 11, 2011 in New York City. The presentation is scheduled to begin at approximately 8:30 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 online for a 90-day period following the presentation.

Yum! Brands, Inc., based in Louisville, Kentucky, is the world's largest restaurant company in terms of system restaurants, with more than 37,000 restaurants in over 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, 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 in 2009, the Yum! Brands system opened more than four new restaurants each day of the year, making it a leader in international retail development.

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