



NEWS



Tim Jerzyk
Senior Vice President, Investor Relations

YUM! BRANDS TO PRESENT AT UBS BEST OF AMERICAS CONFERENCE

LOUISVILLE, KY – September 2, 2010 – Yum! Brands Inc. (NYSE: YUM) today announced that the company will present at the Fifth Annual UBS Best of Americas Conference on Thursday, September 9, 2010 in London, England. The presentation is scheduled to begin at approximately 9:20 a.m. British Summer Time (4:20 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 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
Steve Schmitt, 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