

## No Strip Tease: KFC Seeks to Strip Wendy's of Its Chicken Lovin' Customers

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### Kentucky Fried Chicken Offers Free Strip Samples After Wendy's(R) Strips Offering From the Burger Chain's Menu

Chicken strips will practically "fly" out the doors of KFC restaurants on January 29. For one time only, at participating restaurants, KFC is offering America a free sample of the restaurant chain's signature Colonel's Crispy Strips(R). The nationwide giveaway comes on the heels of news distributed to Wendy's(R) customers on an in-store flyer that the burger chain is removing Homestyle Chicken Strips from its menu.

"Here at Chicken Capital USA, we're more than happy to step in and fill the void," says James O'Reilly, chief marketing officer for KFC. "Since we're the chicken experts, we thought we'd give strip-hungry customers a taste of the best in the business."

KFC will unveil the special offer with a tongue-in-cheek full-page ad in the January 25 edition of USA Today. The ad proclaims, "KFC Strips for Free. January 29, 2007." Consumers who make any purchase at participating KFC restaurants on January 29 will receive a free Colonel's Crispy Strip(R) with their order, while supplies last.

### The Strip Specialists

KFC's Crispy Strips are juicy, 100% all-white meat chicken breast, marinated and double-breaded in special seasonings. First introduced in 1995, Crispy Strips are a leading menu item at KFC for their finger lickin' good taste and on-the-go convenience.

### About KFC

KFC Corporation, based in Louisville, Ky., is the world's most popular chicken restaurant chain specializing in Original Recipe(R), Extra Crispy(TM) and Colonel's Crispy Strips(R) with home-style sides, Honey BBQ Wings, and freshly made chicken sandwiches. There are more than 14,000 KFC outlets in more than 80 countries and territories around the world, serving some eight million customers each day. KFC Corporation is a subsidiary of Yum! Brands, Inc., Louisville, Ky. (NYSE:YUM)

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