

Everything's Better with Bacon: Kentucky Fried Chicken® Adds Sizzling Sixth Layer to Its Already Famous Bowls

KFC Celebrates Fifth Anniversary of Famous Bowls with new Cheesy Bacon Bowl; Awards One Fan who Tweets about New Menu Item a Year's Worth of KFC

LOUISVILLE, Ky.--([BUSINESS WIRE](#))--Bring on the bacon: KFC, the world's most popular chicken restaurant chain, has added a new layer to its KFC Famous Bowls®, giving bacon lovers a reason to go hog wild for the fan-favorite menu item now topped with smoky bacon goodness and priced at only \$3.99.

“Five years ago we unveiled our KFC Famous Bowls to great consumer fanfare. The menu item was even named the Most Memorable New Product Launch of 2006¹”

KFC's new Cheesy Bacon Bowls feature a generous serving of creamy mashed potatoes, layered with sweet kernel corn and loaded with bite-sized pieces of crispy Popcorn Chicken. The entire bowl is drizzled with signature home-style gravy and topped off with a shredded three-cheese blend – and now, a layer of crispy bacon.

“Five years ago we unveiled our KFC Famous Bowls to great consumer fanfare. The menu item was even named the Most Memorable New Product Launch of 2006¹,” said KFC Chief Marketing Officer Barry Westrum. “Since then, they've been a consistent fan favorite. And to honor the fifth anniversary, we've added an amazing new layer of bacon, creating the Cheesy Bacon Bowl.”

“Bring Home the Bacon” Twitter Giveaway

KFC wants to know what America thinks of its new Cheesy Bacon Bowls. The chain will pick one consumer who follows @kfc_colonel and tweets about the new savory layer of KFC's Famous Bowls using the hashtag #BaconBowls to win a year's worth of Cheesy Bacon Bowls and other KFC favorites².

Tweets will be reviewed between October 18 and October 28 and judged based on originality, creativity and adherence to brand relevance and bacon theme. Complete rules available at KFC.com [http://www.kfc.com/about/newsroom/101811_rules.pdf].

KFC's Cheesy Bacon Bowls – Six Reasons to be Famous

KFC's Cheesy Bacon Bowls offer six layers of famous KFC flavors for a portable, complete meal-on-the-go. In addition to the new Cheesy Bacon Bowls, KFC also offers the traditional Mashed Potato Bowl (all the ingredients of the Cheesy Bacon Bowl, except bacon).

Cheesy Bacon Bowls are available for \$3.99 for a limited time at participating KFC® restaurants. (Prices may vary. Tax extra.) Visit www.kfc.com for more information on KFC's new Cheesy Bacon Bowls.

About KFC

KFC Corporation, based in Louisville, Ky., is the world's most popular chicken restaurant chain specializing in Original Recipe®, Extra Crispy™, Kentucky Grilled Chicken® and Crispy Strips with home-style sides, Hot Wings, and freshly made chicken sandwiches including the Double Down® and the Doublicious®. There are more than 15,000 KFC outlets in 109 countries and territories around the world serving some 12 million customers each day. KFC Corporation is a subsidiary of Yum! Brands, Inc., Louisville, Ky. (NYSE: YUM.) For more information, visit www.kfc.com. Follow KFC on Facebook (www.facebook.com/KFC) and Twitter (www.twitter.com/kfc_colonel).

About Colonel Sanders

The Kentucky Fried Chicken concept was pioneered by Colonel Harland Sanders (1890-1980), whose cooking career began at age six. Sanders held jobs ranging from streetcar conductor to insurance salesman, but his cooking skills were a constant throughout his life. In 1930, Sanders operated a service station in Corbin, Ky., and filled the stomachs of hungry travelers who stopped in to fill up their gas tanks. Sanders soon moved his restaurant across the street when he could no longer keep up with the demand from travelers who he had been feeding at his kitchen table. In 1935, the

Kentucky Governor made Sanders an honorary Kentucky Colonel for his contributions to the state's cuisine. Over the next decade, the Colonel perfected his secret blend of 11 herbs and spices and the basic cooking technique still used at KFC today. When Sanders was 65, a new interstate highway forced the closure of his restaurant and he was left with only his recipe for fried chicken and a \$105 Social Security check. The Colonel hit the road and struck handshake deals with restaurant owners who agreed to sell his fried chicken. What began as a dream fueled by the Original Recipe, a no-quit attitude and a Social Security check grew into the world's largest chicken restaurant chain. Until he passed away in 1980 at the age of 90, the Colonel still traveled 250,000 miles a year visiting KFC restaurants around the world.

¹ Schneider/Stagnito/IRI Most Memorable New Product Launch survey, 2006

² No purchase necessary. Prize awarded in the form of KFC® Gift Checks in the amount of \$1825.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50032559&lang=en>

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