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**KFC HAWAII'S NEW WEBSITE TWEETS, FACEBOOKS ITS WAY
TO REACH NEW-BREED OF CUSTOMERS**

KFCHawaii.com Incorporates Downloadable Coupons, New Menu Items

HONOLULU, April 14, 2009 – KFC Hawaii's launch of its new website on April 15 is a break from its traditional marketing efforts by reaching customers through the growing popularity of social online media.

Hawaii's downward economy contributed to the launch of the website which will feature downloadable coupons and online specials to help locals looking for deals.

The website, www.kfchawaii.com, will provide visitors with the option to download coupons for redemption. Users can sign up for regular newsletter updates and email alerts for special deals, new product information and promotions. Each person who signs up will receive a special coupon.

The website will also highlight KFC Hawaii's community efforts, most recently with the Hawaii Foodbank. The launch of the website coincides with one of KFC's largest new menu item, Kentucky Grilled Chicken.

"We wanted to reach out to the consumers who are scouring the web for new deals," said Steve Johnson, General Manager of KFC Hawaii. "In this economy everyone is looking for that extra little something that will save them some money. We're hoping to attract new customers while providing added value to our existing ones."

KFC Hawaii established Twitter and Facebook accounts to awareness of products and coupons particularly among its younger consumers.

About KFC

KFC Corporation, based in Louisville, Ky., is the world's most popular chicken restaurant chain specializing in Original Recipe®, Extra Crispy™ and Colonel's Crispy Strips® 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 12 million customers each day. KFC Corporation is a subsidiary of Yum! Brands, Inc., Louisville, Ky. (NYSE: YUM)

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