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PRESS RELEASE

ROSTIK'S KFC opens Its 100th Franchise Restaurant

The leading quick-service restaurant chain ROSTIK'S KFC announced the opening of its 100th QSR franchise restaurant in the city of Ufa in Russia.

ROSTIK'S KFC - is a strategic alliance formed in 2005 between Rostik Group and Yum! Brands. It has already grown to **154** outlets and operates in **24** cities of Russia and the CIS. 65% of the network is owned and operated by independent franchisees.

The brand has had tremendous appeal to consumers and in combination with world-class franchise systems and support provided to franchisees, it has seen fast growth of ROSTIK'S KFC franchise. Since 1998, when the first franchised restaurant opened in Moscow under the ROSTIK'S brand it has continued to enjoy great success.

The chain intends to launch **7** more restaurants by the end of this year, **4** of them to be opened under franchise agreement: 2 in Saint Petersburg, 1 – in Moscow, and 1 – in the new market of the company's geography - Moldova (in Kishinev). During 2008 the chain will grow by **34** restaurants, **20** of which are franchise. In total there will be **161** restaurants in Russia and the CIS by the end of 2008.

ROSTIK'S KFC has ambitious plans to continue expanding its franchise network coverage in Russia and the CIS to cities such as Saratov, Volgograd, Yaroslavl, Ryazan, Lipetsk, Sochi, Kemerovo, Tomsk, Novokuznetsk, Khabarovsk, Vladivostok, Barnaul, Voronezh, Orenburg, Belgorod, Nizhniy Tagil, Kursk, Penza.

Nick Hluszko, General Director of ROSTIK'S KFC:

"Development and support of our franchise business is one of the key priorities for the company, as it provides us an opportunity for effective and rapid business development. We have a proven business model and a brand that has great appeal in the market which provides for a successful formula. We have a strong, existing franchisee network with many long-term partners who continue to grow and expand. Next year our franchise family will continue its growth as we plan to find reliable partners almost in 20 cities of Russia".

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Note to editors:

ROSTIK'S KFC is the leading quick-service restaurant chain specializing in chicken dishes in Russia and CIS. The chain was founded in 1993 under the name ROSTIK'S. In 2006, it was rebranded into ROSTIK'S KFC as the result of a strategic partnership signed in 2005 between the Rostik Group corporation and Yum!Brands. As of December 16th, 2008, ROSTIK'S KFC included 154 outlets, its System Wide gross revenue in 2007 (including VAT) (both company-owned and franchise outlets) was US \$166 million, the chain employed 2,600 people.

www.rostiks.ru

www.rosgroup.com

Yum! Brands Inc. Louisville (Kentucky) is a company, which operates 34,000 restaurants in more than 100 countries and territories. Four of the company's restaurant brands – KFC (Kentucky Fried Chicken), Pizza Hut, Taco Bell, A&W 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 2007, the Yum!Brands opened three new restaurants each day of the year, making it the largest restaurant operator in the world.

www.kfc.com

www.yum.com