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PRESS- RELEASE

ROSTIK'S KFC Announces Year 2008 Results

ROSTIK'S KFC – the popular Russian quick service restaurant chain that specializes in chicken dishes, has announced its results for the year 2008.

As of December 31, 2008, ROSTIK'S KFC had **154 outlets**, **100** of which were operated by **franchisees**. 146 of ROSTIK'S KFC restaurants are located in Russia, and 8 – in the CIS. During 2008 the chain opened **29 new restaurants** and company year-to-year sales had increased by **37%**. **Total Systems Sales** for the year (corporate and franchisee-run outlets) was **5.6 bln. Rubbles** (including VAT). ROSTIK'S KFC employs more than **3400 people**.

In 2008 ROSTIK'S KFC continued developing business in all its current cities as well as on expanding the chain in several new regions. New restaurants were opened in Rostov-on-Don and Stavropol, expanding the company's presence in the South of Russia. The chain continued further development in Kazakhstan by opening in addition to the existing restaurants Alma-Ata a new outlet in Astana. The chain also entered Moldova (in Kishinev) and Bashkortostan (in Ufa), where the 100th franchising restaurant opening was held.

Nick Hluszko, General Director of ROSTIK'S KFC:

«There is no doubt that economic conditions in 2009 will be tough as the financial crisis worsens. In 2008 we predicted this downturn and committed many of our resources in developing consumer offers that we now know 'connect' with consumers in the Russian market. Our goal has always been to create a menu that has great tasting and affordable products that Russian consumers want to come back for time and time again. It has been a challenge, but I am delighted to have seen our 'Save with Taste' menu come to life in January. Consumer response has been simply fantastic to our new value range of 23 to 35 ruble sandwiches. These include 'Beef Buter', 'Beef Buter with Cheese', 'Chicken Buter' and 'Mini Twister'. During 2009 we will continue developing and introducing products that offer great value across our entire menu».

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Note for editor:

ROSTIK'S KFC is a popular quick-service restaurant chain specializing in chicken dishes. It has been developed in Russia and the CIS countries. The chain was founded in 1993 under the name ROSTIK'S. In 2007, it was rebranded into ROSTIK'S KFC as the result of a strategic partnership between the Rostik Group corporation and Yum! Brands that began in 2005. As of December 31, 2008, ROSTIK'S KFC included 154 outlets, 100 of which operate under a franchise agreement. The chain's gross turnover for year 2008 (including corporate and franchisee-run outlets) figured up to nearly 5.6 bln. Rubbles including VAT. By the end of the year the chain employed 3400 employees. The average check per guest is 200 Rubbles. The company does business in Moscow, St. Petersburg, Omsk, Novosibirsk, Yekaterinburg, Samara, Tyumen, Perm, Surgut, Krasnoyarsk, Nizhny Novgorod, Izhevsk, Krasnodar, Stavropol, Rostov-on-Don, Kazan, Alma-Ata, Astana, Kishinev, Ufa, Yerevan.

www.rosgroup.ru

Yum! Brands Inc., based in Louisville, Ky. is a company which runs about 34,000 restaurants in more than 110 countries throughout the world. Four of its restaurant brands - KFC (Kentucky Fried Chicken), Pizza Hut, Taco Bell and Long John Silver's – are the global leaders of the chicken, pizza, Mexican-style food and quick-service seafood categories. In 2007, Yum! Brands opened three new restaurants outside the USA each day making it one of the fastest growing restaurant chains in the world.

www.kfc.com

www.yum.com

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