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TACO BELL® ANNOUNCES WORLD'S LARGEST TACO GIVEAWAY ON FACEBOOK

Company Thanks Fans for Their Support With Goal of Rewarding 10 Million Free Tacos To Its Facebook Community

Irvine, Calif., February 8, 2011 – Just one “Like” will lead to a lot of love. Taco love, that is.

Beginning today, Taco Bell launched the world’s largest free taco offer on Facebook, with the opportunity to thank each of its fans with a free Crunchy Seasoned Beef Taco. The online offer is only available to Facebook members who “Like” the Taco Bell page, allowing each fan access to print the coupon.

“Throughout the beef class action lawsuit, the response and enthusiasm from our Facebook community has been overwhelmingly positive,” said Greg Creed, Chief Executive Officer, Taco Bell. “We found it only fitting to reward these 5.4 million fans and a friend with a free taco. It’s our way of saying thanks for their loyalty and support.”

The offer will be supported by simple image and text-based ads on Facebook to drive awareness and coupon downloads. The Facebook ad features the brand’s sauce packet emblazoned with “Thumbs up to you Friend!” The copy reads: “Thanks so much for your support! What’s not to “Like” about a free taco?”

As part of its commitment to setting the record straight, the company launched a nationwide advertising campaign on January 28 to share the truth about its seasoned beef. The company placed full page ads in national publications, launched a YouTube video and supported it with an online campaign on Google, Yahoo, YouTube and other search engines and social media networks.

Coupon Terms and Conditions

Please present coupon when ordering. Valid through expiration date on coupon. Offer limited to 10 million downloaded coupons. Notice will be posted on our Facebook wall and at www.tacobell.com/promo/FBfreetaco if 10 million online coupons are downloaded. Subject to availability; no substitutions. Not valid with any other offer. Limit one free online coupon per person. Valid at participating Taco Bell® locations in the U.S. Manager may refuse online coupon upon reasonable belief consumer has already received a free online coupon or has engaged in any fraudulent activity. Restaurant manager’s decision is final. Void if copied, reproduced or transferred and where prohibited. For more information, please visit the “Free Taco” tab on www.facebook.com/tacobell.

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World's Largest Free Taco Offer on Facebook 2-2-2-2

About Taco Bell Corp.

Taco Bell Corp. ("Taco Bell"), a subsidiary of Yum! Brands, Inc., (NYSE: YUM), is the nation's leading Mexican-style quick service restaurant chain. Taco Bell serves tacos, burritos, signature quesadillas, Grilled Stuff Burritos, nachos, and other specialty items such as Crunchwrap Supreme®, in addition to the Why Pay More!® Value Menu. Taco Bell serves more than 36.8 million consumers each week in nearly 5,600 restaurants in the U.S.

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