



FOR IMMEDIATE RELEASE

Contact:

Rob Poetsch
Taco Bell Corp.
(949) 863-3915
rob.poetsch@tacobell.com

Michael Schiferl
Weber Shandwick
(312) 988-2017
mschiferl@webershandwick.com

**TACO BELL® ASKS ATTORNEYS:
WOULD IT KILL YOU TO SAY YOU'RE SORRY?**

**Company Launches National Ad Campaign Following Voluntary Lawsuit Withdrawal
To Reinforce Truth To Consumers: Taco Bell Has Not Changed Its Products, Ingredients
or Advertising Despite False Claims by Lawyers**

Irvine, Calif., April 20, 2011 – Taco Bell announced today that it is launching a national ad campaign to make sure consumers know that it has not changed products, ingredients or advertising despite what the Beasley Allen law firm has claimed. After dropping the class action lawsuit because they were wrong, attorneys at Beasley Allen are now being asked by Taco Bell to set the record straight with America.

“We stand behind the quality of every single one of our ingredients, including our seasoned beef, and we want consumers to know that we didn’t change our marketing or product because we’ve always been completely transparent,” said Greg Creed, Chief Executive Office, Taco Bell.

The company is placing full page ads in national publications including *Wall Street Journal*, *New York Times* and *USA Today* as well as in local market newspapers including *Anniston Star*, *Birmingham News*, *Chicago Tribune*, *Los Angeles Times*, *New York Post*, *Montgomery Advertiser*, *Mobile Press Register* and *Orange County Register*. The company is also executing a campaign to reach its Hispanic customers.

To reach consumers online, the company launched a YouTube video featuring Taco Bell President Greg Creed speaking about the withdrawal of the lawsuit. The video will be placed on the company’s YouTube channel (www.youtube.com/tacobell), Facebook page (www.facebook.com/tacobell), website (www.tacobell.com) and supported with an online campaign on leading search engines and social media.

The Advertising Copy reads:

Would it kill you to say you're sorry?

The law firm that brought false claims about our product quality and advertising integrity has voluntarily withdrawn their class action suit against Taco Bell.

- **No changes to our products or ingredients.**
- **No changes to our advertising.**
- **No money exchanged.**
- **No settlement agreement.**

Because we've ALWAYS used 100% USDA-inspected premium beef.

Sure, they could have just asked us if our recipe uses real beef. Even easier, they could have gone to our Web site where the ingredients in every one of our products are listed for everyone to see. But that's not what they chose to do. Like we've been saying all along, we stand behind the quality of every single one of our ingredients, including our seasoned beef. We didn't change our marketing or product disclosures because we've always been completely transparent. Their lawyers may claim otherwise, but make no mistake, that's just them trying to save a little face.

We were surprised by these allegations, as were our 35 million customers who come into our restaurants every week. We hope the voluntary withdrawal of this lawsuit receives as much public attention as when it was filed. As for the lawyers who brought this suit: You got it wrong, and you're probably feeling pretty bad right about now. But you know what always helps? Saying to everyone, "I'm sorry."

C'mon, you can do it!

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 Stuft 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.

#