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LAW FIRM VOLUNTARILY WITHDRAWS CLASS ACTION LAWSUIT AGAINST TACO BELL

CLAIMS ABOUT COMPANY'S FOOD QUALITY AND ADVERTISING WERE WRONG; TACO BELL HAS NOT MADE ANY CHANGES TO PRODUCTS OR ADVERTISING CONTRARY TO WHAT PLAINTIFF'S LAWYERS SAY

IRVINE, Calif. April 19, 2011 – Taco Bell said today that Alabama-based Beasley Allen law firm voluntarily withdrew the class action lawsuit against the company. As Taco Bell has stated before, the allegations in the lawsuit and in public statements about Taco Bell's seasoned beef, food quality and advertising were absolutely wrong. After reviewing the facts, the lawyers for the plaintiff withdrew the lawsuit. No money or other value was exchanged between the parties, and Taco Bell is not making any changes to its products or advertising.

"This sets the record straight about the high quality of our seasoned beef and the integrity of our advertising," said Greg Creed, Chief Executive Officer, Taco Bell. "We are extremely proud of our food quality. We took great exception to the false claims made about our seasoned beef and wish the attorneys had contacted us before filing and publicizing a lawsuit that disparaged our brand. We have not made any changes to our products or advertising, or even discussed the possibility of any changes with the plaintiff's lawyers, contrary to what they have claimed. This is a victory for truth over fiction and we're glad the lawyers voluntarily withdrew their case once they learned the truth. We hope the voluntary withdrawal of this lawsuit receives as much public attention as when it was filed so we may put the matter behind us and fully concentrate on serving our customers."

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.

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