

Cornel West

November 5, 2003

David Novak, Chair and CEO
Yum! Brands, Inc.

1 page via fax: 502-874-8567

Dear Mr. Novak:

I am disappointed to learn from my friends at People for the Ethical Treatment of Animals (PETA) that KFC has refused to take steps to eliminate some of the most egregious cruelty to chickens in the industry.

Although most people don't know chickens as well as they know cats and dogs, chickens are interesting individuals with personalities and interests every bit as developed as the dogs and cats with whom many of us share our lives. And of course, they feel pain just like we do.

PETA informs me that members of KFC's own animal-welfare advisory panel have approved a list of simple guidelines for animal welfare that would eliminate some of the worst abuses that these animals suffer, yet KFC higher-ups have refused to implement them.

As a person who is concerned about all injustices, I am asking you to direct KFC's suppliers to stop breeding and drugging animals so that they collapse under their own weight or die from heart failure and to phase in humane gas killing, a method of slaughter that protects birds from broken bones and wings, electric shocks, and even drowning in scalding-hot tanks of water.

Please respond to me via fax, care of Ingrid Newkirk at PETA, at 757-628-0784.

Thank you very much for your time and consideration.

Sincerely,

A handwritten signature in black ink, appearing to read 'Cornel West', written in a cursive style.

Cornel West, Ph.D
Princeton University