

Pamela Anderson

Albert Baladi, Managing Director
Yum! Restaurants International South Pacific
20 Rodborough Road
Frenchs Forest, NSW 2086
Australia

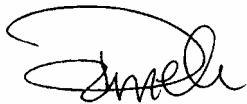
10 July 2008

Dear Mr Baladi,

I've been in Australia filming *Big Brother*, in which my housemates and I are confined and sealed off from the outside world, much like the chickens who are crammed inside barns for KFC. Fortunately, I won't be stomped to death, have my legs broken or be scalded to death in a tank of hot water – yet, as PETA's undercover videos have revealed, the chickens raised for KFC's restaurants in Australia often suffer these abuses.

Following negotiations with PETA, KFC Canada has agreed to make landmark animal welfare reforms, including phasing in the purchase of 100 per cent of its chicken from suppliers that use controlled-atmosphere killing (CAK), which is the least cruel method of slaughter. KFC Canada has also agreed to implement stricter audits of suppliers, and it will offer a vegan faux-chicken menu item at most of its restaurants. Please use your position as head of KFC in Australia to stop the worst abuses that these birds suffer by asking David Novak, CEO of Yum! Brands, to make the improvements already agreed to by KFC Canada.

Thank you for your time.

A handwritten signature in black ink, appearing to read 'Pamela Anderson', with a large, stylized flourish above the name.

Pamela Anderson