

KFC Fresh Tastes Better Program Terms and Conditions

The KFC Fresh Tastes Better Program (the "Program") starts on February 13, 2012 at 8:00 a.m. Eastern Time ("ET") and ends on February 29, 2012 at 11:59 p.m. ET (the "Program Period"). During the Program Period, KFC Corporation ("KFC") will provide twenty (20) mini-offers from time to time, as outlined in the "How to Participate" section below (each, an "Offer")

ELIGIBILITY: The Program is open to legal residents of the fifty (50) United States and the District of Columbia, who are at least 18 years of age. Employees of KFC, KFC National Council and Advertising Cooperative, Inc. ("NCAC"), Weber Shandwick, and their respective parents, subsidiaries, affiliates, members, franchisees, licensees and promotion and advertising agencies, and members of their immediate family (spouse and parent, children and siblings and their respective spouses, regardless of where they reside) and persons living in the same household, whether or not related, are not eligible to participate in the Program. The Program is void where prohibited by law. The Program is subject to all applicable federal, state and local laws. By participating in the Program, individuals agree to be bound by these Terms and Conditions and the decisions of KFC, which are binding and final on matters relating to this Program. This Program is in no way sponsored, endorsed, or administered by, or associated with Twitter or Facebook. You understand that you are providing your information to KFC and not to Twitter or Facebook. The information you provide will be used for the purposes of Program administration.

HOW TO PARTICIPATE: To participate, look for tweets from @KFC_Colonel on the official KFC Twitter page at http://twitter.com/kfc_colonel and for posts on the official KFC Facebook page at <https://www.facebook.com/#!/KFC>. From time to time during the Program Period, KFC will tweet a link on the KFC Twitter page or post a link on the KFC Facebook page that includes a unique link to an Offer on a hidden page on www.kfc.com. KFC will tweet or post twenty (20) total Offers at different times throughout the Program Period, as it determines in its sole discretion. To respond to an Offer, click on the link provided and enter the required information (full name, date of birth, email address), and submit. KFC reserves the sole and absolute right to disqualify and deem ineligible any offer response that is not in compliance with these Terms and Conditions. The first fifty (50) eligible participants who respond to the offer form for the applicable Offer will be "accepted responses" and will receive \$5 in KFC gift checks via mail. The Program and any Offer may be withdrawn without prior notice. If you choose to access Twitter or Facebook using your mobile phone, standard messaging or other mobile fees may apply. See your wireless provider for pricing plan details. Program responses generated by script, macro or other automated means or practices or by any means which subvert the participation process are void. There is a limit of one (1) offer response and one (1) \$5 KFC gift check per person and per email address per Offer. Program responses received from any person or email address in excess of the above stated limitation for any Offer, or that are otherwise not in compliance with these Terms and Conditions, will be ineligible and void. A Twitter account can be opened for free at <http://twitter.com>. A Facebook can be opened for free at <http://facebook.com>.

PROGRAM DETAILS & CONDITIONS: Accepted responses to each Offer will receive one (1) \$5.00 KFC gift check via U.S. mail. KFC gift checks will be mailed within two weeks of submission of requested information. Approximate Retail Value ("ARV") is \$5 for each KFC gift check. KFC gift checks are redeemable toward the purchase of KFC products only at participating restaurants in the United States and the District of Columbia, may not be redeemed for cash and are subject to terms and conditions specified by the NCAC. Participants may not substitute, assign or transfer KFC gift checks or redeem KFC gift checks for cash. May not be combined with any other offer. KFC gift check recipients are responsible for all applicable federal, state and local taxes associated with KFC gift check acceptance and use. All Program details are at KFC's sole discretion. Program (or portion thereof) may be withdrawn without prior notice. By participating, each participant agrees: (a) to abide by these Terms and Conditions and the decisions of KFC and its designees, which shall be final and binding in all respects relating to this Program and each Offer; and (b) to release, discharge, defend, indemnify and hold harmless KFC, NCAC, Weber Shandwick, Facebook, Inc., Twitter, and their respective parents,

affiliates, subsidiaries, members, franchisees and licensees, and advertising and promotion agencies, and their respective officers, directors, shareholders, employees, agents and representatives of the forgoing (collectively, "Released Parties") from any and all injuries, liability, losses and damages of any kind to persons, including death, or property resulting, in whole or in part, directly or indirectly, from participation in the Program or any Program-related activity or the acceptance, possession, use or misuse of any KFC gift check. Released Parties are not responsible for lost, late, incomplete, damaged, inaccurate, stolen, delayed, misdirected, undelivered, or garbled responses or KFC gift checks, or for lost, interrupted or unavailable network, server, Internet Service Provider (ISP), websites, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Program, including, without limitation, errors or difficulties which may occur in connection with the administration of the Program, the processing of offer responses, or in any Program-related materials. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the Program. Released Parties are not responsible for injury or damage to any person's computer related to or resulting from participating in this Program or downloading materials from or use of websites. Persons who tamper with or abuse any aspect of the Program or websites, who act in an unsportsmanlike or disruptive manner or who are in violation of these Terms and Conditions, as solely determined by KFC, will be disqualified and their responses will be deemed ineligible and are void. Should any portion of the Program be, in KFC's sole opinion, compromised by virus, worms, bugs, non-authorized human intervention or other causes which, in the sole opinion of KFC, corrupt or impair the administration, security, fairness or proper play of the Program, KFC reserves the right at its sole discretion to suspend, modify or terminate the Program (or portion thereof). CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE WEBSITES OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROGRAM MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, KFC AND NCAC EACH RESERVE THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES (INCLUDING ATTORNEYS' FEES) FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.

GOVERNING LAW: All issues and questions concerning the construction, validity, interpretation and enforceability of these Terms and Conditions, or the rights and obligations of the participant, KFC and NCAC in connection with the Program, shall be governed by, and construed in accordance with, the laws of the State of Kentucky without giving effect to any choice of law or conflict of law rules (whether of the State of Kentucky or any other jurisdiction).

SPONSORED BY: KFC Corporation, 1441 Gardiner Lane, Louisville, KY 40213

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