



Moscow, March 24, 2010

PRESS RELEASE

ROSTIK'S *KFC* to be the first quick service restaurant chain in Russia where it is possible to pay with a bank plastic card!

ROSTIK'S *KFC* – a popular Russian quick service restaurant chain - announces that its restaurants will accept plastic card payments for orders starting April 2010.

The company is the first among players of the fast service segment (QSR) which will offer the visitors the opportunity to use credit or debit cards issued by Russia's key providers to pay for their orders. The terminals will be provided at every location of the ROSTIK'S *KFC* chain (about 136 units in Moscow, Central Russia and Siberia). Restaurants based in St Petersburg (24 units) will join in a matter of months.

The new option will facilitate additional convenience to visitors of ROSTIK'S *KFC* restaurants and provide a competitive advantage for the Company. First of all, the guests will enjoy an unlimited choice of payment methods - by card or cash. Secondly, they are free to choose any type of the card: Visa, Master Card, American Express, etc. Thirdly, it saves time. Terminals in ROSTIK'S *KFC* are to complete transactions within 10 seconds that is comparable to payment by cash. Fourthly, it is easy and convenient.

The innovation is connected with a prompt growth of consumer activity with the use of this financial tool for payment of purchases. According to statistical data (www.creditcards.com) as of November, 2008, there were 24 million credit cards in Russia (vs only 12 million, same month 2007) and 113 million debit cards (vs 91 million in 2007).

Irina Korableva, Chief Financial Officer of ROSTIK'S *KFC*:

«Preparation for the implementation of this project demanded a thorough study of the issue and a deep market survey. It was necessary to find a reliable provider who would guarantee us faultless functioning and the best speed of service. Serious investments in the infrastructure and the equipment were also required. However, we consider these expenses to be an investment into our future as we believe it is the right moment to respond to the growing requirements of consumers».

Note for editor:

ROSTIK'S KFC is a popular quick-service restaurant chain specializing in chicken dishes. It has been developed in Russia and the CIS countries. The chain was founded in 1993 under the name ROSTIK'S. In 2007, it was rebranded into ROSTIK'S KFC as the result of a strategic partnership between the Rostik Group corporation and Yum! Brands that began in 2005. As of December 31, 2009, ROSTIK'S KFC included 161 outlets, more than 100 of which operate under a franchise agreement. The chain's gross turnover for year 2009 (including corporate and franchisee-run outlets) figured up to nearly 5.6 bln. rubbles including VAT. By the end of the year the chain employed 4 600 employees. The average check per guest is 200 Rubbles. The company does business in Moscow, St. Petersburg, Omsk, Novosibirsk, Yekaterinburg, Samara, Tyumen, Perm, Surgut, Krasnoyarsk, Nizhny Novgorod, Izhevsk, Krasnodar, Stavropol, Rostov-on-Don, Kazan, Alma-Ata, Astana, Kishinev, Ufa, Yerevan.

www.rosgroup.ru

Yum! Brands Inc., based in Louisville, Ky. is a company which runs about 34,000 restaurants in more than 110 countries throughout the world. Four of its restaurant brands - KFC (Kentucky Fried Chicken), Pizza Hut, Taco Bell and Long John Silver's – are the global leaders of the chicken, pizza, Mexican-style food and quick-service seafood categories. In 2007, Yum! Brands opened three new restaurants outside the USA each day making it one of the fastest growing restaurant chains in the world.

www.kfc.com

www.yum.com

For additional information contact:

Russia (Moscow)

Media enquiries:

Valeria Silina

PR director

Ekaterina Razina

Press-secretary

e-mail: pr@rosinter.ru

Tel.: +7 495 788 44 88 ext. 2676