

Charlotte Region KFC's and Racing 2 Cure to Fight Breast Cancer during NASCAR Speed Weeks

Racing 2 Cure KFC Team up at Downtown Speed Street Festival

Tuesday May 18, 2010

Charlotte, NC – Non-Profit organization Racing 2 Cure announced today that franchisees of the Charlotte Area Kentucky Fried Chicken® restaurants have pledged support of the Racing 2 Cure interactive trailer, which will display for the first time at this year's Food Lion Speed Street Festival event that commemorates the NASCAR All Star and Coca Cola 600 Racing Events. KFC will promote its National Buckets for the Cure™ program, which has a goal to become the largest single donation to Susan G. Komen for the Cure. Already KFC has reached over three and a half million dollars with a goal of 8.5 million by the programs end date of May 30th.

Charlotte KFC's have partnered with Racing 2 Cure to further the cause to an estimated 400,000 fans that attend the downtown Charlotte street festival each year. Racing 2 Cure will provide a free racing simulator for kids along with special KFC coupons, collector hero cards and other items. In addition a very special appearance will be made by Colonel Sanders at the Racing 2 Cure display booth.

"We are very humbled by KFC's support for Racing 2 Cure and even more amazed at the giant commitment KFC has made towards fighting breast cancer," said Co-Founder of Racing 2 Cure, Alycia Stewart. Stewart is currently undergoing a second battle with breast cancer after being in remission for the last three-years and working with her family to start the non-profit organization Racing 2 cure. "Someday there will be a cure to cancer. And that cure will be to the credit not only of researchers, but to each and every individual who pledged support. As a cancer survivor and someone who is fighting it for the second time, people such as the **Charlotte KFC Franchisees** are what give hope and courage to continue the fight."

To help generate awareness of the disease, KFC has taken the unprecedented step of changing the color of its iconic bucket from red to pink. The commemorative pink buckets pay tribute to 376 cancer survivors and those who have died from the disease by featuring their names on the packaging.

KFC will be dedicating the special pink buckets to Susan G. Komen for the Cure, with 50 cents being donated for each pink bucket purchased by KFC restaurant operators. As a corporate partner of Susan G. Komen for the Cure, and with the race events being such a major event in the Charlotte area, KFC found Racing 2 Cure a perfect partner to promote the program to racing fans.

"KFC is committed to this cause and the dedication and passion Race 2 Cure has in fighting this disease is incomparable and commendable. We are proud to partner with them and their efforts," said the Charlotte KFC Co-op President, Eric Overcash.

Located in a new location for this year, Food Lion Speed Street transforms the streets of Uptown Charlotte into a three-day showcase of motor sports with non-stop entertainment on two stages, appearances by top Sprint Cup Drivers, dynamic exhibits for all ages and an amazing assembly of NASCAR show cars and simulators. A pedestrian corridor along Martin Luther King Boulevard will be available to reach the newly opened NASCAR Hall of Fame.

About Racing 2 Cure (R2C)

Racing 2 Cure began as a simple act of then 7-year old Hunter Stewart. Hunter was starting his off-road racing career when he received troubling news just a few weeks before his first ever race. His Mom at just 34 years old was diagnosed with Breast Cancer. In order to maintain a positive focus, the family decided to continue Hunter's racing. Inspired to take action Hunter began to donate a portion of his allowance for every race lap he completed. He also re-designed his race truck to carry the Susan G. Komen for the Cure logo. This one-race effort inspired others to take action. Hunter's story was largely covered by the media and recognized by public officials, including a guest appearance on the Ellen DeGeneres Show. The Stewart family formalized Racing 2 Cure into a 501c3 Non-Profit organization registered in the State of North Carolina. Through their interactive racing themed mobile event display R2C raises funding to provide for families in need, who are dealing with fighting cancer, Children who have lost a parent to cancer and children with cancer. In addition funds support Susan G. Komen for the Cure.

About KFC

KFC Corporation, based in Louisville, Ky., is the world's most popular chicken restaurant chain specializing in Original Recipe®, Extra Crispy™, Kentucky Grilled Chicken® and Original Recipe Strips with home-style sides, Honey BBQ Wings, and freshly made chicken sandwiches. There are more than 15,000 KFC outlets in 109 countries and territories around the world serving some 12 million customers each day. KFC Corporation is a subsidiary of Yum! Brands, Inc., Louisville, Ky. (NYSE: YUM.) For more information, visit www.kfc.com