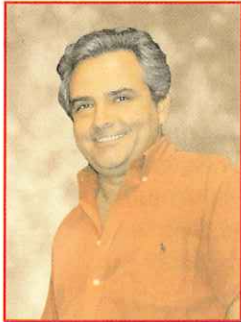


CARIBLA's Success



▼ By Juan Carlos Serrano, president of KFC CARIBLA Franchisee Association

The Caribbean and Latin America (CARIBLA) franchisees are experiencing a great moment because of positive sales and transaction indicators. For 80 consecutive months, average sales and average transactions have remained positive. (See chart.)

The positive trend in sales and transactions has been supported by a strategic CARIBLA regional layered marketing calendar (24-month planning outlook) developed by the Regional Marketing Fund and the efforts in local marketing.

CARIBLA is ensuring its own growth and success by focusing on the following key areas:

- Management and organizational capacity to maintain the operation of its markets

CARIBLA MEMBERSHIP AT ITS BEST

In 2008, the KFC CARIBLA Franchisee Association has strengthened with the incorporation of more member markets. In July, we welcomed Chile. Kentucky Foods Chile owns more than 42 KFC restaurants.

KFC Curacao and Aruba joined the Association in September of this year. The KFC Brand in Curacao is operated by Kenfood Trading Co. N.V., and currently has six KFC restaurants. Aruba has three KFC restaurants operated by Hucor Holding Co. N.V.

Currently, 35 out of the 36 KFC markets in the Caribbean and Latin America are Association members. Active franchisees own and operate more than 525 high-volume KFC restaurants throughout our region. ♥



CARIBLA
FRANCHISEE ASSOCIATION

- Focusing on service quality and continuous improvement of processes
- New and remodeled restaurants.

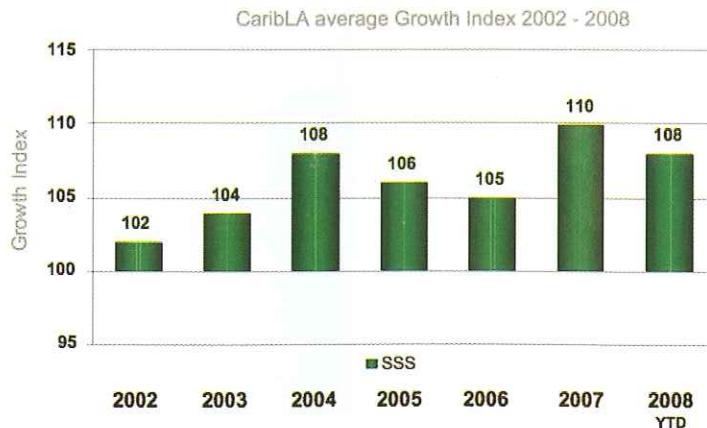
These are the engines that drive satisfaction and customer loyalty, obtaining a high value on the different brands, and guaranteeing continued success.

An Icon of KFC Restaurants in Ecuador

KFC ventured into the Ecuadorian market in 1975, gaining wide acceptance from local consumers, which has continued now for more than three decades.

The KFC restaurant located at Centro Comercial Inaquito, a shopping mall, is one of the most representative icons of the KFC

KFC CaribLA Sales has been positive + 80 months





brand in Ecuador. It has been remodeled more than eight times and is the first unit in Ecuador recently remodeled and rejuvenated under the new brand image.

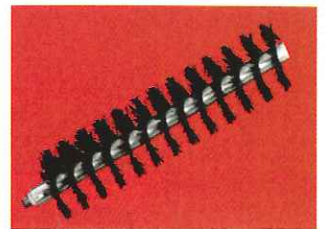
This remodel includes a whole, new modern infrastructure; two large rooms with shared environments; comfortable tables, chairs and seats; an infant play area; access to Wi-Fi; and collages with Ecuadorian decorations. All of these updates work in conjunction to improve the experiences of customers visiting the restaurant.

Additionally, the restaurant has a modern, interactive menu. Monitors constantly promote the KFC brand products with a touch of avant-garde that stands out among the QSR competition. Further, a stand-alone dessert station is located in the restaurant, providing the best tasting desserts with the unique flavor of KFC.

Our associates are customer maniacs who are well trained, motivated and happy to meet all the standards of operation that the restaurant requires.

One of the most significant details in the recently remodeled restaurant is the wall art that represents the essence of the brand in KFC Ecuador. ♥

THE AYRKING ADVANTAGE

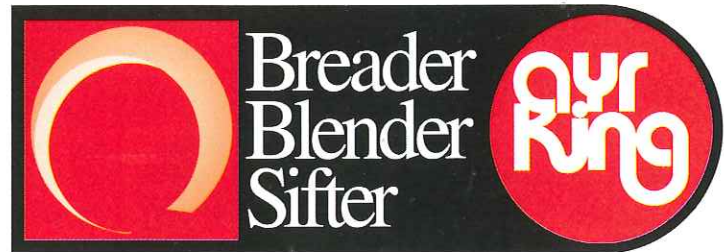


THREE YEAR DOMESTIC WARRANTY

- Blends ingredients as it Sifts for guaranteed consistency.
- Eliminates hand blending
- Fast One Minute Operation means Quick Turn Around Time-Lowest Energy Costs.
- Automatically ejects dough balls
- No Disturbing Vibration or Agitation
- Quietest Sifter on the Market
- Only four internal parts means Easy Cleaning
- Solid State Timer for Automatic shut-off
- Raised Edges Prevent Contamination
- Direct Drive-No belts
- Color-coded lugs available to differentiate breadings
- Singles, Doubles, Retrofits Available
- Backpanel rack available for bun pans
- Multi-Language machine labeling



THE ONLY BLENDING BREADER SIFTER.



AyRKing Corporation

2013 COBALT DRIVE - LOUISVILLE, KENTUCKY 40299

502.266.6270 - FAX 502.266.6274

WWW.AYRKING.COM

TOLL-FREE 866.266.6290

**NEW 30% LARGER
NO-SPILL BOTTOM LUGS**