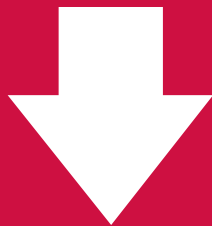
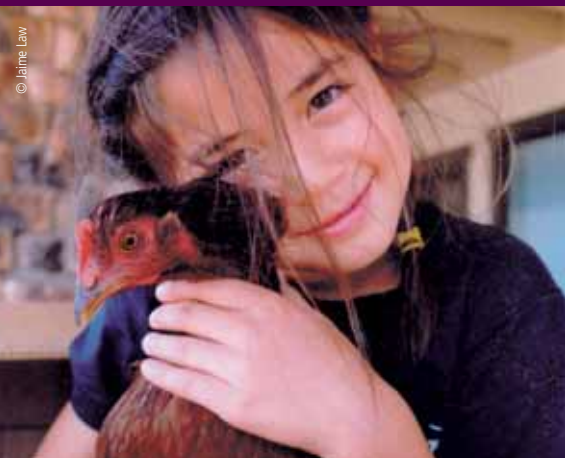


WHAT YOU CAN DO



HELP CHICKENS WITH YOUR MOUSE

DOWNLOAD ANTI-KFC VIDEOS OR GET THE CODE TO POST THEM ON YOUR MYSPACE PAGE AT KENTUCKYFRIEDCRUELTY.COM.



If you agree that hurting animals is wrong, the following are simple things that you can do to help urge KFC to improve its animal welfare standards:

- Don't eat at KFC. Boycotting the company until it changes is the best way to help.
- E-mail your friends and family members a link to videos at KentuckyFriedCruelty.com.
- Pass this leaflet on to someone else.
- Contact KFC's executives and ask that they stop abusing animals.

In the United States:

David Novak, CEO
Yum! Brands
1441 Gardiner Ln.
Louisville, KY 40213
david.novak@yum.com
502-245-4014

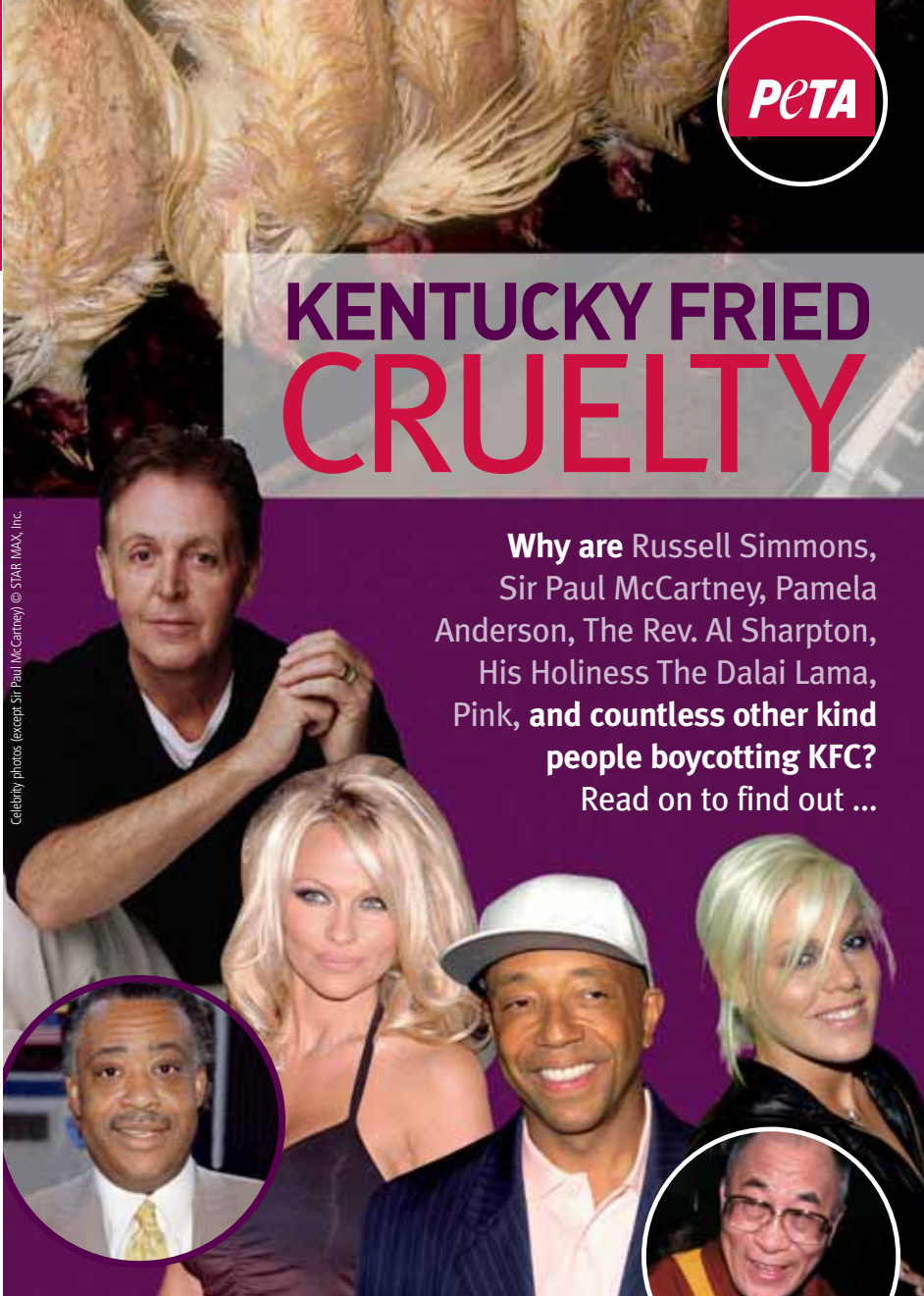
In Canada:

John Bitove, CEO
prizm brandz
101 Exchange Ave.
Vaughan, ON L4K 5R6
416-322-6699

- Go vegetarian! It's the best way to avoid harming animals. Visit GoVeg.com or call 1-888-VEG-FOOD for free recipes, shopping tips, and more.

KENTUCKY FRIED CRUELTY

Why are Russell Simmons, Sir Paul McCartney, Pamela Anderson, The Rev. Al Sharpton, His Holiness The Dalai Lama, Pink, and countless other kind people boycotting KFC? Read on to find out ...



Celebrity photos (except Sir Paul McCartney) © STAR MAX, Inc.



PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS
501 FRONT ST., NORFOLK, VA 23510; 757-622-PETA
KentuckyFriedCruelty.com

VEG285-3/07

See Pamela Anderson's and The Rev. Al Sharpton's videos, sign the petition against KFC, and learn more at KentuckyFriedCruelty.com.

TOP FIVE REASONS

TO BOYCOTT KFC



Scalded to death

1 KFC suppliers scald chickens to death in defeathering tanks, slit their throats while they're still conscious, and breed and drug them to grow so large that they suffer broken legs and heart attacks. **The birds' legs and wings also break during the slaughter process.**



Broken bones

2 KFC's own animal welfare advisors asked for changes that would eliminate the worst abuses of chickens. KFC's executives admitted that the changes would cost only 2 cents more per meal, yet the company refuses to implement a single one of them. **Five of KFC's advisors quit out of frustration.**

3 The one federal law designed to protect animals at slaughter (the Humane Slaughter Act) doesn't cover chickens. This means that KFC can legally get away with abusing the more than 850 million chickens it kills each year in ways that would be illegal if dogs, cats, pigs, or cows were the victims.

"I'm calling on people to boycott KFC."
—The Rev. Al Sharpton



"If KFC suppliers treated dogs or cats the way they treat chickens, they could be charged with the crime of cruelty to animals."
— *Rock icon Sir Paul McCartney*

"[KFC] never had any meetings. They never asked any advice, and then they touted to the press that they had this animal-welfare advisory committee. I felt like I was being used."
— *Adele Douglass, former KFC animal welfare advisor*



4 Workers at a KFC "Supplier of the Year" slaughterhouse spat tobacco into birds' eyes, spray-painted their faces, slammed them against walls, and stomped them to death. At another KFC supplier's facility, live chickens were maimed by sharp knives and dropped into tanks of scalding-hot water. KFC still purchases chickens from these companies.

"Animals, too, are God's creatures [D]egrading [them] to a commodity seems to me in fact to contradict the relationship of mutuality that comes across in the Bible."
— *Pope Benedict XVI*

5 Scientists say that chickens are smarter than dogs and cats. **In natural environments, chickens form friendships and social orders, recognize each other's faces, and nurture their chicks.**

Chickens raised and killed for KFC are unable to do anything that is natural and important to them. **They are crowded into filthy sheds filled with burning ammonia fumes,** where they never even see sunlight or breathe fresh air.



"Cruelty is cruelty, whether it's cruelty to children, to the elderly, to dogs and cats, or to chickens."
— *Hip-hop mogul Russell Simmons*



"If people knew how KFC treats their chickens, they'd never eat another drumstick."
— *Pamela Anderson*



Ammonia burns