

LOBBYING REPORT

Lobbying Disclosure Act of 1995 (Section 5) - **All Filers Are Required To Complete This Page**

1. Registrant Name:

YUM! BRANDS

2. Address:

1441 GARDINER LANE, LOUISVILLE, KY 40213

3. Principal place of business (if different from line 2):

4. Contact Name: BRIAN RIENDEAU

Telephone: 5028748434

E-mail (optional): brian.riendeau@yum.com

Senate ID #: 42810-12

House ID #:

7. Client Name: ☒ Self

TYPE OF REPORT

8. Year 2007 Midyear (January 1 - June 30): ☒ **OR** Year End (July 1 - December 31): ☐

9. Check if this filing amends a previously filed version of this report: ☐

10. Check if this is a Termination Report: ☐ => Termination Date: 11. No Lobbying Activity: ☐

INCOME OR EXPENSES

Complete Either Line 12 **OR** Line 13

12. Lobbying Firms

INCOME relating to lobbying activities for this reporting period was:

Less than \$10,000: ☐

\$10,000 or more: ☐ => Income (nearest \$20,000): _____

Provide a good faith estimate, rounded to the nearest \$20,000, of all lobbying related income from the client (including all payments to the registrant by any other entity for lobbying activities on behalf of the client).

13. Organizations

EXPENSES relating to lobbying activities for this reporting period were:

Less than \$10,000: ☐

\$10,000 or more: ☒ => Expenses (nearest \$20,000): 333,152.00

14. Reporting Method.

Check box to indicate expense accounting method. See instructions for description of options.

☐ **Method A.** Reporting amounts using LDA definitions only

☐ **Method B.** Reporting amounts under section 6033(b)(8) of the Internal Revenue Code

☒ **Method C.** Reporting amounts under section 162(e) of the Internal Revenue Code

Registrant Name: YUM! BRANDS Client Name: Self

LOBBYING ACTIVITY.

Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

15. General issue area code: ANI (one per page)

16. Specific lobbying issues:

Bovine Spongiform Encephalopathy (BSE), Avian Flu, Lagonstino Species Designation

17. House(s) of Congress and Federal agencies contacted:

Agriculture, Dept of (USDA)
Food & Drug Administration (FDA)
HOUSE OF REPRESENTATIVES
SENATE

18. Name of each individual who acted as a lobbyist in this issue area:

Name: EHRIG, WILLIAM J

Covered Official Position (if applicable): N/A

Name: RIENDEAU, BRIAN

Covered Official Position (if applicable): N/A

19. Interest of each foreign entity in the specific issues listed on line 16 above. **None**

Registrant Name: YUM! BRANDS Client Name: Self

LOBBYING ACTIVITY.

Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

15. General issue area code: F00 (one per page)

16. Specific lobbying issues:

Nutrition

17. House(s) of Congress and Federal agencies contacted:

Agriculture, Dept of (USDA)

Food & Drug Administration (FDA)

HOUSE OF REPRESENTATIVES

Health & Human Services, Dept of (HHS)

SENATE

18. Name of each individual who acted as a lobbyist in this issue area:

Name: EHRIG, WILLIAM J

Covered Official Position (if applicable): N/A

Name: RIENDEAU, BRIAN

Covered Official Position (if applicable): N/A

19. Interest of each foreign entity in the specific issues listed on line 16 above. **None**

Registrant Name: YUM! BRANDS Client Name: Self

LOBBYING ACTIVITY.

Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

15. General issue area code: LBR (one per page)

16. Specific lobbying issues:

Minimum Wage; Card Check, Bill Numbers HR800 and S1041; Paid Sick Leave, Bill Number S910; Immigration Reform, Bill Numbers HR1645 and HR4437

17. House(s) of Congress and Federal agencies contacted:

HOUSE OF REPRESENTATIVES

Labor, Dept of (DOL)

SENATE

18. Name of each individual who acted as a lobbyist in this issue area:

Name: EHRIG, WILLIAM J

Covered Official Position (if applicable): N/A

Name: RIENDEAU, BRIAN

Covered Official Position (if applicable): N/A

19. Interest of each foreign entity in the specific issues listed on line 16 above. **None**

Registrant Name: YUM! BRANDS Client Name: Self

LOBBYING ACTIVITY.

Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

15. General issue area code: TAX (one per page)

16. Specific lobbying issues:

Renewal of Work Opportunity Tax Credit, Bill Number HR2; Good Samaritan Tax Act/The Hunger Relief Tax Act, Bill Number HR2; Restaurant Depreciation Schedules, Bill Numbers HR2 and S419; Estate Tax Repeal, Bill Numbers HR2380 and HR1586

17. House(s) of Congress and Federal agencies contacted:

HOUSE OF REPRESENTATIVES

SENATE

18. Name of each individual who acted as a lobbyist in this issue area:

Name: EHRIG, WILLIAM J

Covered Official Position (if applicable): N/A

Name: RIENDEAU, BRIAN

Covered Official Position (if applicable): N/A

19. Interest of each foreign entity in the specific issues listed on line 16 above. **None**

Registrant Name: YUM! BRANDS Client Name: Self

LOBBYING ACTIVITY.

Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

15. General issue area code: TOR (one per page)

16. Specific lobbying issues:

Tort Reform - Commonsense Consumption Act, Bill Numbers HR2183 and S1323

17. House(s) of Congress and Federal agencies contacted:

HOUSE OF REPRESENTATIVES

SENATE

18. Name of each individual who acted as a lobbyist in this issue area:

Name: EHRIG, WILLIAM J

Covered Official Position (if applicable): N/A

Name: RIENDEAU, BRIAN

Covered Official Position (if applicable): N/A

19. Interest of each foreign entity in the specific issues listed on line 16 above. **None**

Registrant Name: YUM! BRANDS Client Name: Self

LOBBYING ACTIVITY

Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

15. General issue area code: TRD (one per page)

16. Specific lobbying issues:

Bilateral Trade Issues with Korea, Thailand, China, Latin America and Europe; Shrimp Antidumping Petition; Commodity Price Supports; WTO Agricultural Agreement; MPC Tariffs; Free Trade Agreements - Australia, New Zealand and CAFTA - Bill Numbers HR521 and S1417

17. House(s) of Congress and Federal agencies contacted:

Agriculture, Dept of (USDA)

Commerce, Dept of (DOC)

HOUSE OF REPRESENTATIVES

SENATE

U.S. Trade Representative (USTR)

18. Name of each individual who acted as a lobbyist in this issue area:

Name: EHRIG, WILLIAM J

Covered Official Position (if applicable): N/A

Name: RIENDEAU, BRIAN

Covered Official Position (if applicable): N/A

19. Interest of each foreign entity in the specific issues listed on line 16 above. **None**

Signature: ON FILE Date: Feb 15, 2008

Printed Name and Title: BRIAN RIENDEAU, V.P., GOVERNME -

Information Update Page:

Complete ONLY where registration information has changed.

LOBBYIST UPDATE

23. Name of each previously reported individual who is NO LONGER expected to act as a lobbyist for the client

ISSUE UPDATE

24. General lobbying issues previously reported that NO LONGER pertain

AFFILIATED ORGANIZATIONS

25. Add the following organization(s)

26. Name of each previously reported organization that is NO LONGER affiliated with the registrant or client

FOREIGN ENTITIES

27. Add the following foreign entities

28. Name of each previously reported foreign entity the NO LONGER owns, OR controls, OR is affiliated with the registrant, client or affiliated organization

Signature: ON FILE Date: Feb 15, 2008

Printed Name and Title: -