

**DIVIDEND REINVESTMENT, DIRECT STOCK PURCHASE AND SALE PLAN  
FOR SHARES OF**

**YUM! BRANDS, INC.**

**ENROLLMENT APPLICATION**

Please enroll this account as follows:

Check one box only (  ). As of March 18, 2004, Yum! Brands has not paid dividends. Please select one of the following choices in the event dividends are initiated.

If you do not check any box, then **FULL DIVIDEND REINVESTMENT** will be assumed.

**FULL DIVIDEND REINVESTMENT.** If you select this option, the Program Administrator would apply cash dividends on all your YUM common stock toward the purchase of additional shares of YUM common stock

**PARTIAL DIVIDEND REINVESTMENT** If you select this option, the Program Administrator would apply the cash dividends on the specified shares of YUM common stock toward the purchase of additional shares. We would continue to pay you cash dividends on the remaining shares of YUM common stock then owned by you.

**NO DIVIDEND REINVESTMENT** If you select this option, cash dividends would not be reinvested. Instead, you would receive a check for cash dividends on all your YUM common stock.

I (We) hereby appoint American Stock Transfer & Trust Company as my (our ) Agent under the terms and conditions of the Plan, as described in the Prospectus of the Plan that accompanied this form, to receive cash payments and apply them to the purchase of shares of Yum! Brands, Inc. Common Stock as indicated below.

**NO INTEREST WILL BE PAID ON THE FUNDS HELD PENDING INVESTMENT.**

ACCOUNT INFORMATION

1. **SINGLE/JOINT:** Joint account will be presumed to be joint tenants with right of survivorship unless restricted by applicable state law or otherwise indicated. The Social Security Number of the first-named tenant is required.
2. **CUSTODIAL:** A minor is the beneficial owner of the account with an adult custodian managing the account until the minor becomes of age, as specified in the Uniform Gift to Minors Act in the minor's state of residence. The minor's Social Security Number is required.
3. **TRUST:** Account is established in accordance with the provisions of a trust agreement.

**This form, when completed and signed, should be mailed with your check in the blue envelope provided. Please affix postage to ensure proper processing. If you do not have the envelope, mail your check and the form to**

**Yum! Brands, Inc.  
American Stock Transfer & Trust Company  
P.O. Box 922, Wall Street Station, New York, New York 10269-0560  
Attn: Investors Choice Plan**

If your name is preprinted above, it is for mailing purposes only. Please complete one of the boxes below for the exact account registration.

**ACCOUNT LEGAL REGISTRATION (CHOOSE ONE):**

**SOCIAL SECURITY OR TAXPAYER IDENTIFICATION NUMBER**

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I hereby warrant, under penalty of perjury, that the number provided above is correct.

<input type="checkbox"/> <b>SINGLE/JOINT ACCOUNT</b>  Name _____  Joint Owner (if any) _____  Joint Owner (if any) _____	<input type="checkbox"/> <b>CUSTODIAL ACCOUNT</b>  Custodian's Name _____  Minor's Name _____  Minor's State of Residence _____	<input type="checkbox"/> <b>TRUST ACCOUNT</b>  Trustee Name _____  Trust Name or Beneficiary _____  Date of Trust _____
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ACCOUNT ADDRESS \_\_\_\_\_ STREET \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

SIGNATURE(s) \_\_\_\_\_  
All Joint Owners Must Sign

COMPANY YOU WISH TO PURCHASE STOCK IN \_\_\_\_\_

ATTACHED IS A CHECK FOR \$

**MINIMUM INITIAL INVESTMENT IS \$250 FOR NEW INVESTORS  
MINIMUM INVESTMENT IS \$25 FOR STOCKHOLDERS OF RECORD  
AND CURRENT PLAN PARTICIPANTS  
MAXIMUM INVESTMENT IS \$250,000 PER YEAR.**