



BOOK NEWS & NOTES

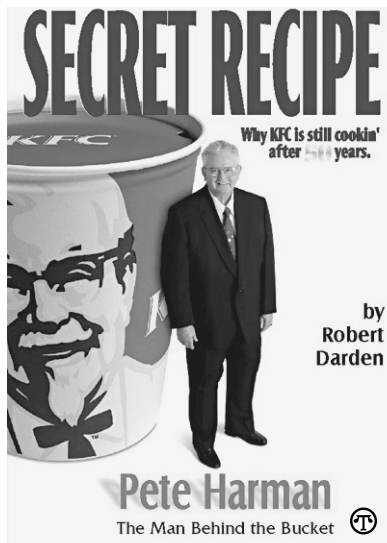
Read A Recipe For Success

(NAPSA)—A new book takes a look back at how one of the most successful food franchise operations transformed from small town dreams into worldwide prosperity. *Secret Recipe, Why KFC Is Still Cookin' After 50 Years* (\$24.95), by Robert Darden, author of 27 books, provides a detailed account of the astonishing start-up success of KFC.

A chance meeting between two men, Pete Harman and Colonel Harland Sanders, led to what would become a worldwide network of franchisees. Little did they know that dedication, love of the industry and, of course, a recipe for fried chicken would establish one of the largest fast food legacies in the world. *Secret Recipe* covers the dynasty of KFC, from the sparse beginnings of Pete Harman's Harman Café in Salt Lake City to KFC's success today.

In 1952, Colonel Sanders cashed in his Social Security check to begin franchising his dream. In 1966, KFC hit Wall Street with an exceptional bang and many investors took notice of what was once a small town operation.

"The celebration of KFC's 50th birthday in 2002 gives us an opportunity to take stock in the values the Colonel instilled in us," states Cheryl Bachelder, CEO and chief concept officer of KFC Corporation. "We look to these core values that are still with us today—



A new book offers food for thought on how a small town operation has grown to become one of the most successful quick service restaurant chains in the industry.

hospitality and food quality—as we strive for future growth.”

Today, there are over 11,000 KFC outlets in more than 80 countries and territories around the world serving some eight million customers each day. KFC Corporation is a subsidiary of Tricon Global Restaurants, Inc., Louisville, Ky. (NYSE: YUM.)

The book is available at bookstores nationwide and on the Internet.