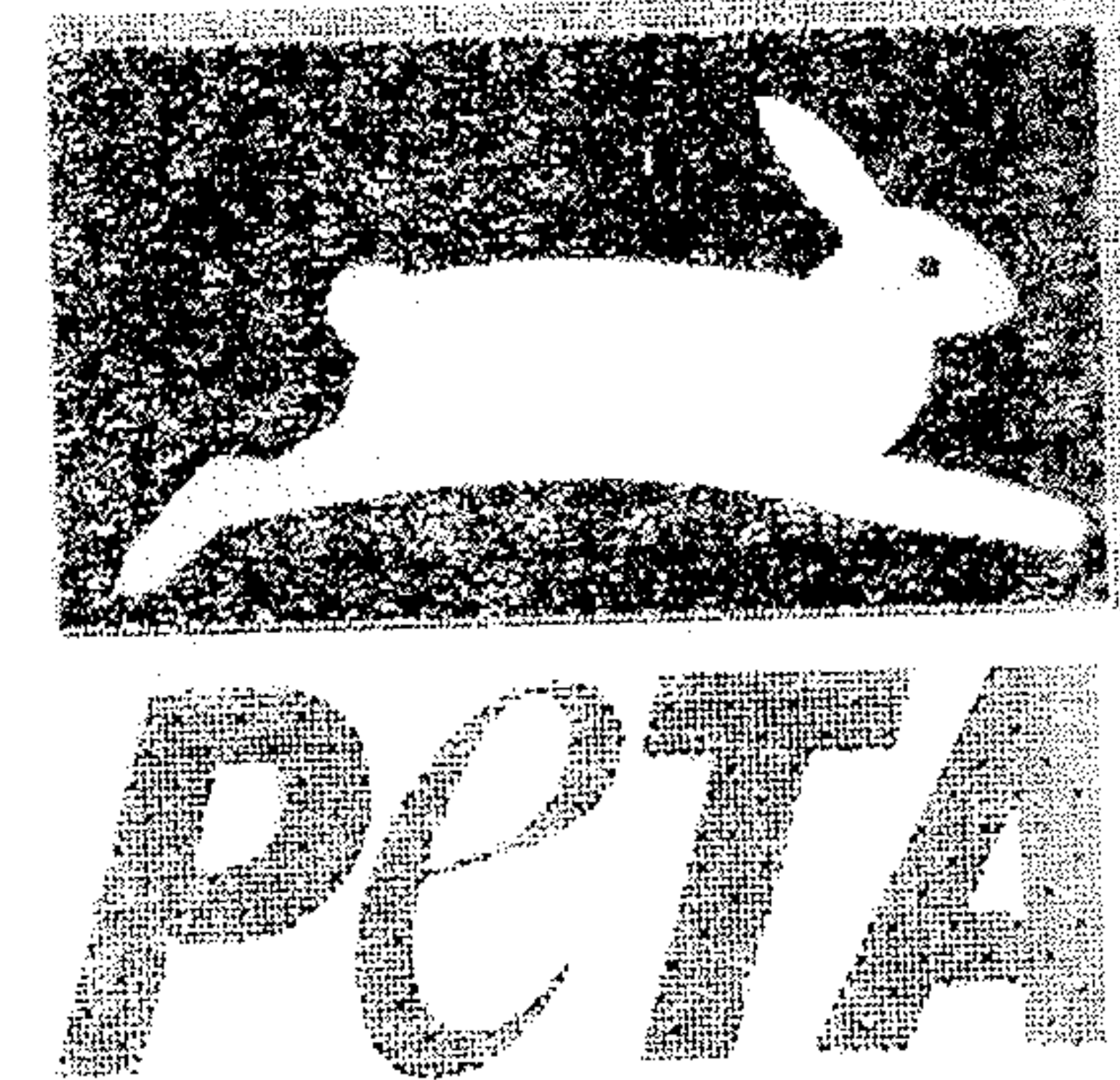


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**NEWS
RELEASE**

PETA URGES PRIME MINISTER TO KEEP CAMBODIA BEAUTIFUL: BAN KFC

Group Cites Chicken-Chain Outlets' Blight on Urban Landscape, Health Risks to Consumers,
Abuses of Animals

Phnom Penh – This morning, People for the Ethical Treatment of Animals Asia-Pacific (PETA) sent an urgent letter to **Cambodian Prime Minister Hun Sen** urging him to protect his country's status as a popular tourist destination by stopping fast-food chain KFC from expanding into Cambodia. PETA's letter follows reports that Malaysia-based QSR Brands Bhd has announced a deal with Yum! Restaurants Asia Pte Ltd to open four KFC outlets in Phnom Penh. PETA points out that KFC has refused to stop its suppliers' worst abuses of chickens, that the proliferation of Western fast food is wreaking havoc on the health of Asians and others, and that the proliferation of KFC and other unhealthy fast-food restaurants will be a blight on Cambodia's natural beauty and unique culture.

The more than 850 million chickens raised and killed for KFC every year are packed into dark, filthy sheds and have their sensitive beaks cut off. They are drugged and bred to grow so large that many become crippled from the weight of their massive upper bodies. They have their throats slit while they are still conscious, and millions are scalded to death in defeathering tanks. Investigations of KFC suppliers around the world have all turned up the same results – crippled, abused birds living in filth and dying in agony.

Humans who eat KFC's chicken also pay a price: As meat consumption rises in countries, so does the incidence of heart disease, strokes, diabetes, obesity and several types of cancer related to the consumption of animal products. Other deadly diseases – like bird flu – are also directly linked to the meat industry.

"With every KFC restaurant comes cruelty to animals, the threat of deadly diseases and a blight on the urban landscape that would make Phnom Penh look like just another city", says PETA Director Jason Baker. "We're asking Prime Minister Hun Sen to do his people, his country and his legacy – not to mention countless chickens – a big favour and keep KFC out of Cambodia."

For more information and to view video footage of chickens inside a KFC supplier's slaughterhouse, please visit KentuckyFriedCruelty.com.

A copy of PETA's letter to Cambodian Prime Minister Hun Sen follows.

