

Pamela Anderson  
C/O Marleah Leslie & Associates  
8370 Wilshire Blvd., Suite 210  
Beverly Hills, CA 90211  
USA

May 2, 2005

Dear Ms. Anderson,

Thank you for your letters and your interest in KFC Canada. As a fellow Canadian, it is terrific to see you take such a wholehearted interest in our operations. You have obviously put a great deal of thought, time and energy into your advocacy campaign. But I must tell you, Pamela, you are counting your chickens before they hatch.

I am sorry to say, the sky isn't falling! Let me equip you with the real facts so that you can make an educated decision and correct all of the inaccuracies you're spreading throughout our country. Did you know we buy our chickens from the same places that sell to our grocery stores and other restaurants in Canada? Did you know chicken sales are negotiated by our federal and provincial governments? Did you know, that unlike most other restaurant and grocery chains, we actually regularly and randomly audit our suppliers to augment government oversight and better ensure that chickens are treated ethically?

To help educate you more, I would like to invite you to have lunch with me anywhere, anytime, at your convenience, even in Beverly Hills if you like. I will host you at a restaurant of your choosing. My preference, of course, would be a KFC restaurant. You can enjoy one of the yummy Southern Peach Salads we are introducing this summer.

Pamela, the facts are "*Stacked*" against you. I anxiously await your response and look forward to setting up a time for us to meet so that I can be certain you are kept fully abreast of our ethical practices.

Sincerely,

John I. Bitove  
Chairman and CEO  
Priszm Canadian Income Fund (operator of 481 KFC restaurants in Canada)

CC: media