

Pizza Hut World Food Fest- the World on a Platter

Bangalore, August 9th, 2007: Planning to go on a world tour but don't have time? Pizza Hut, the leader in western casual dining, brings the world to you with the 'World Food Fest.' Have a craving for Chilly Chicken? Want to know what pizzas with a Lebanese twist taste like? Just head to your nearest Pizza Hut restaurant where you can now enjoy some of the best known dishes from Lebanon, China, Mexico, Russia and many others. To add to the festivities, flagship stores across the country will host live performances by singers who will sing your favorite international songs on request. The South India launch was kicked off today by celebrity guest Rosa Catalano at a fun-filled event where she sampled the new cuisine.

The all-new menu, specially created by Pizza Hut's in-house chefs, ensures that you have the world's greatest time when you dine out with your family and friends. The new menu features mouth-watering specialties from around the world like Mexican Tortillas, Russian Apple Salad, Arabic Chicken Pizza from Lebanon and Pizza Hut Royale- a signature All American Sundae.

Mr. Anup Jain, Director Marketing, Pizza Hut India, said, "As the leader in the casual dining segment, Pizza Hut offers unparalleled cuisine and a unique dining experience. With the 'Pizza Hut World Food Fest' we aim to redefine eat-er-tainment- a concept pioneered by us. A brand new exotic international menu and live entertainment at our restaurants promise to make it an exciting season at our restaurants. I am confident that our customers will enjoy being a part of this celebration of international flavours as much as we enjoyed putting it together."

Besides live performances, Pizza Hut restaurants will also feature other exciting entertainment options like 'wait-busters', which engage customers in interesting *brain-teasers* while waiting for their order to arrive. Pizza Hut employees will also sport a new look with their new vibrant 'World Food Fest' shirts and aprons to add to the festive spirit. A 360 degree marketing initiative including a new TV campaign, press and outdoor advertisements and internet marketing support the promotion. An exciting announcer film is also on air from 28th July.

About Pizza Hut

An International Brand with an Indian Heart, Pizza Hut made its foray into India with a restaurant in Bangalore in June 1996. It was the first international restaurant chain to enter this category and can be credited with pioneering the pizza market in India. Its great tasting pizzas and trademark dining experience have made it possible for the company to register double-digit growth and scale up its presence to its current size. With a growth rate of over 45

per cent, a 27 per cent market share of the eating-out market and over 70,000 footfalls per day across the country, Pizza Hut is geared to create an ideal eating out experience for its patrons.

Pizza Hut is one of the flagship brands of Yum! Brands, Inc., which also has KFC, Taco Bell, A&W and Long John Silver's under its umbrella. Pizza Hut is the world's largest pizza chain with over 12,500 restaurants across 91 countries.

In India, Pizza Hut has 134 restaurants across 34 cities, including Delhi, Mumbai, Bangalore, Chennai, Kolkata, Hyderabad, Pune, Chandigarh amongst others. Yum! is in the process of opening Pizza Hut restaurants at many more locations to service a larger customer base across the country.

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