

**4MUSIC AND KFC JOIN FORCES TO DELIVER MODERN, ENERGETIC AND FUN ENTERTAINMENT TO
16 - 24 YEAR OLDS**

4Music today announces a year-long partnership with leading quick service restaurant KFC. The partnership will result in monthly 30 minute programmes sponsored by KFC's new liquid snack 'Krushems'.

The partnership also involves a series of bespoke promotions for a number of KFC products across 2010 giving the audience a chance to win money can't buy prizes and VIP tickets to the programme. 4Music, owned by Box TV the joint venture between Bauer Media and Channel 4, is currently the UK's number one music TV channel and has enjoyed a number of successful brand partnerships since launch. The series will premiere on 4Music with further broadcasts across the Box TV network and on late night Channel 4.

Darren Khan, TV Sales Director, Bauer Media Brand Solutions said, "KFC is the perfect brand to work with us on this new show. The new product 'Krushems' appeals to the same target audience as 4Music, 16 – 24 year old, who are modern, fun and energetic. This new partnership is another great example of how aligned two brands can be.

'The Crush' will be a topical, monthly music entertainment show that celebrates everything the viewers of 4Music and lovers of KFC would want to see and hear. Youth-targeted and accessible, the show will give viewers a mixture of authority and exclusivity, whilst delivering an opportunity to get closer than anywhere else to the some of the biggest names in the world.

David Young, Director of Programming at Box TV said, "Airing in the first week of each month, the show will provide a guide to all the biggest new music, TV and film for the forthcoming month...a fun but essential guide for the viewers of 4Music and fans of KFC!"

"It will be fronted by Rick Edwards and will be funny, irreverent, full of gossip, providing viewers with the kind of star access they expect from 4Music but with a special twist exclusive to this venture with KFC.

Jennelle Tilling, Vice-president, Marketing for KFC UK, said, "We're always looking for new and innovative ways to interact with our customers, so we're very excited about this partnership with 4Music. It's the first time we've done something like this, and we feel that the audience that tunes into 4Music is exactly the audience that will love our new 'Krushems'."

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For all press enquiries or pictures please contact Kate Flannery at Bite PR on 02087411123 or 4music@bitepr.com

Box Television is a joint venture between Channel 4 and Bauer Media

About 4Music

4Music is the most watched music channel in the UK. It is free to air, and part of the Box TV music channel portfolio. Box TV is the Channel 4 and Bauer Media joint venture that operates the channels and has this year has produced hit shows from the biggest names in music from Lady Gaga to Lily Allen.

4Music believes music is all about entertainment, offering exclusive behind-the-scenes access to the biggest names in music, unmissable live performances, video exclusives, up to the minute music news and an eclectic mix of new and classic video content.

4Music also broadcasts the best of music entertainment shows and documentaries from the Channel 4 stable. The channel features both popular and up-and-coming bands and artists, daring to be different as long as it's all in the name of great popular music.

58% of 4Music's Adult viewers are aged 16-34.

4Music attracts an average of 11m viewers a month.

About KFC UK and Ireland:

KFC, the world's largest chain of chicken-based quick service restaurants, grew from the chicken business set up by Colonel Harland D Sanders in the 1950s. The Colonel had found a way to combine 11 herbs and spices with flour to create a unique taste, and to this day the secret recipe is only known to a handful of people. It is locked away in a vault in Louisville, Kentucky.

KFC came to Britain in 1965, with the first store opening in Preston, Lancashire. There are currently 770 stores across the UK, with approximately 20,000 employees, and 30 stores and 2000 employees in Ireland. KFC has a mix of company and franchise owned stores in the UK and Ireland, however the business operates a 'one system' approach, with both given the same high level of training and support to ensure excellent service across the board.

The company's objective is to be the UK and Ireland's favourite quick service restaurant brand, through great tasting food, friendly and efficient service, motivated employees, excellent facilities and successful franchisees.

KFC UK, Inc is a subsidiary of Yum! Brands, Inc. (NYSE:YUM), which also owns the Pizza Hut and Taco Bell restaurants. For further information, please visit www.kfc.co.uk.