



KFC PARTNERS WITH LIDROCK™ TO OFFER EXCLUSIVE HIT MUSIC ON THE LIDS OF FOUNTAIN DRINKS AT PARTICIPATING RESTAURANTS IN ATLANTA AND NEW YORK

KFC Distributing a LidRock Three-Song CD-ROM including Pharrell's Hit Single "Frontin", Brand New Single from N.E.R.D., "Break Out", and Kelis's Latest, "Protect My Heart"

NEW YORK, ATLANTA (March 22, 2004) – Today, KFC restaurants in Atlanta and New York City will begin offering the latest LidRock enhanced CD-ROMs featuring new music from Grammy™-winning producer and renowned hip-hop artist Pharrell Williams.

In an exclusive distribution deal with LidRock, Pharrell's hit single "Frontin" featuring Jay-Z, will be offered on the same disc as the first single from N.E.R.D.'s eagerly-anticipated second album, *Fly or Die*. The third song on LidRock's three song CD-ROM is the latest single from hip-hop chanteuse Kelis. Additionally, the CD-ROM gives fans access to an exclusive interview with Pharrell and a sweepstakes sponsored by 1-800-Cheapeats to win dinner in New York with Pharrell.

"This is a unique opportunity for KFC to reconnect with and be more relevant to our customers with the most universal language – music," said Scott Bergren, Chief Marketing Officer for KFC.

The Pharrell LidRocks can be purchased for 99 cents when ordered with a 32 ounce soft drink and will only be available while supplies last at the hundreds of participating KFC restaurants in New York City and Atlanta.

"Fresh music made available through LidRock in a convenient and affordable way creates a winning formula for KFC, the music industry, and most importantly the customer," stated Trey Jarrard, EVP of Entertainment for The Convex Group.

This latest exclusive release at KFC from the Atlanta-based LidRock, joins other recently released, in-demand, enhanced LidRocks, such as the recent Britney Spears two-

CD LidRock set, the limited edition sneak peek of Elvis Presley's 2ND *TO NONE* album and the Ashanti long-form mini movie for her song "Rain on Me."

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About KFC

KFC Corporation, based in Louisville, Ky., is the world's most popular chicken restaurant chain specializing in Original Recipe, Extra Crispy™, Colonel's Crispy Strips and Honey BBQ Wings® with home-style sides and freshly made chicken sandwiches. Since its founding by Colonel Harland Sanders in 1952, KFC has been serving customers delicious, already-prepared complete family meals at affordable prices. 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 Yum! Brands, Inc., Louisville, Ky. (NYSE: YUM.)

About LidRock

LidRock is a breakthrough entertainment distribution platform that enables CDs, CD-ROMs, DVDs and other entertainment assets to be delivered to consumers on fountain drink lids. LidRock's patented and FDA-approved packaging enables movies, music, video games and other multimedia content to be distributed to consumers anywhere fountain drinks are served. LidRock is a division of Atlanta-based The Convex Group, Inc.

About The Convex Group, Inc.

The Convex Group, Inc. is a media and entertainment company that acquires and integrates unique assets to create new media networks. The Atlanta-based company owns or controls proprietary distribution and content platforms including the "HowStuffWorks" franchise and the exclusive rights to "in-lid" CD-ROM distribution, which it operates through the LidRock division.

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