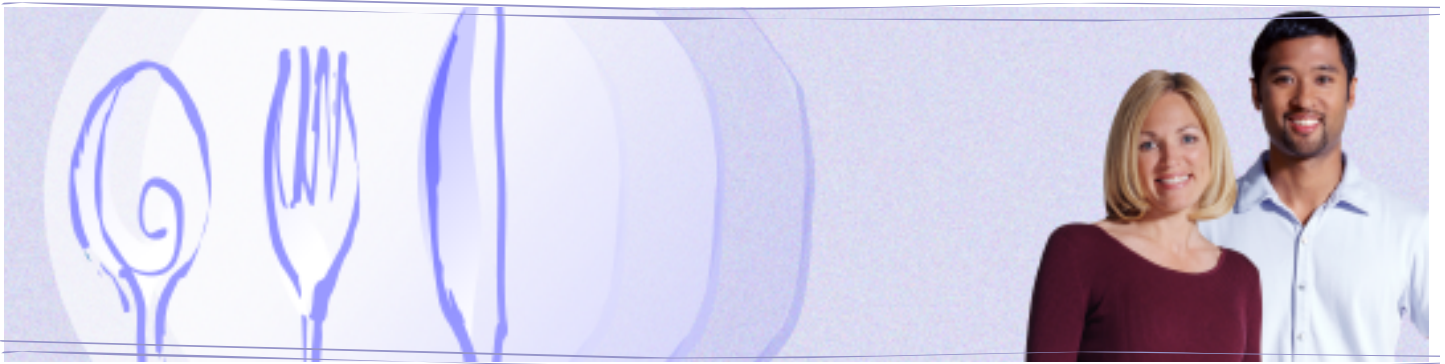




Maximize your company's tax credits. Get credit for a job well done.



The Challenge





YUM! Brands, Inc., headquartered in Louisville, KY, is one of the largest fast food franchisers in the world. YUM! Brands has over 5,200 company owned store locations with approximately 100,000 new hires annually. With a large number of store locations and employees, YUM! must have an efficient plan and a solid program to maintain success in a nationwide tax incentive program.

Given the demographics of their employees and the locations of their stores, YUM! Brands knew that taking advantage of federal and state tax incentive programs would result in a social benefit as well as a financial benefit. When the organization first began to capture tax credits, they outsourced the program to a vendor and eventually moved the program in-house. Both of these solutions were met with limited success.

YUM! Brands recognized that their tax credit program could be more effective. Communication between their tax credit service provider, corporate contacts and all field locations needed to be more efficient. YUM! required a clear picture of the tax credit opportunities and challenges throughout their large organization in order to improve social and financial standing. They also wanted a way to hold managers in the field accountable for screening the new hires for eligibility. If these challenges were not met, the YUM! Brands tax credit program would continue to have mediocre results.

The Solution

In 2001, YUM! Brands turned to ADP Tax Credit Services to provide the solution. ADP has been able to provide YUM! with expertise, experience, and support needed to have a successful tax credit program. Every year, professional tax experts at ADP perform an incentive analysis for YUM! Brands. This detailed analysis identifies all possible

-  Tax Credit Services
-  Food Service
-  Global
-  Approximately 100,000 New Hires Annually

When YUM!'s tax credit program was in-house or with their other vendor, screening compliance was about 60-70%. Since switching to ADP, YUM!'s call-in screening compliance has risen to 98%. This rise can be attributed to a system of mandatory confirmation numbers for the eligibility interviews and ADP's commitment to program success.

incentives, the amount of potential financial benefit and the action steps needed to realize the credit. Bill Meiser, National Coordinator, Federal, State Incentives, at YUM Brands views YUM!'s work with ADP as a partnership that maintains high standards of results and customer service. Working with a dedicated account manager from ADP, Meiser is able to "put in a request and have it reviewed, approved, and produced timely". Accurate and timely reports, quick turnaround times on special requests and "great" results are examples of these high standards. commitment to program success.

The Results

Even with significantly fewer corporate-owned stores, YUM! has been able to maintain their tax credit levels. This outstanding partnership has been achieved through a number of best practices instituted by ADP Tax Credit Services. YUM! Brands is very pleased with the partnership they have with ADP and both organizations are excited about their future together.

About ADP's Tax Service:

ADP is the leading provider of tax credits in the U.S. We understand the complex issues of tax incentives and have the resources and experience to assist your company in every jurisdiction.

- With almost thirty years of experience, ADP provides federal and state tax incentive solutions to our clients
- ADP's tax experts can assist your business in obtaining these valuable tax benefits through our comprehensive screening process, extensive knowledge base, and state-of-the art technology
- Our team of accountants, CPAs and attorneys works closely with you to develop strategies to increase compliance rates and minimize your administrative burden success."

The ADP Difference:

Experience, People and Process

For more information on available tax incentive programs and a custom Incentive Analysis, visit www.taxcredits.adp.com.



Tax Credit Services

2205 Enterprise Drive, Suite C
Florence, SC 29501

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