



UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION
WASHINGTON, D.C. 20580

Division of Advertising Practices

March 4, 2010

Steven B. Steinborn, Esq.
Hogan & Hartson LLP
Columbia Square
555 Thirteenth Street, N.W.
Washington, D.C. 20004

Re: Kentucky Fried Chicken, Inc., FTC File No. 092-3132

Dear Mr. Steinborn:

As you know, the staff of the Federal Trade Commission's Division of Advertising Practices has conducted an inquiry into whether representations made by Kentucky Fried Chicken regarding the treatment of chickens used in its products may violate Section 5 of the Federal Trade Commission Act, 15 U.S.C. § 45. The investigation was in response to a complaint filed with the Commission in April 2009 by the People for the Ethical Treatment of Animals. Upon careful review of the matter, we have determined not to recommend enforcement action at this time. This action is not to be construed as a determination that a violation may not have occurred, just as the pendency of an investigation should not be construed as a determination that a violation has occurred. The Commission reserves the right to take such further action as the public interest may require.

Very truly yours,

Mary K. Engle
Associate Director
Division of Advertising Practices