



Office of the Secretary

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

September 9, 2004

B. Sachau
[Redacted]
[Redacted]

Re: In the Matter of KFC Corporation, File No. 0423033, Docket No. C-4118

Dear B. Sachau:

Thank you for your email commenting on the proposed consent order accepted by the Federal Trade Commission for public comment in the above-captioned matter. Your email objected to the fact that the proposed order does not require KFC Corporation ("KFCC") to pay redress, and suggested that the 30-day period for submission of public comments on this settlement was not sufficient. The Commission has reviewed your comment in connection with its decision concerning whether to accord final approval to the proposed consent order, and has also placed your comment on the public record.

After considering your comments, the Commission has determined that the public interest would best be served by issuing the Decision and Order in final form without modification. KFCC will be required to file compliance reports with the Commission, and will be subject to potentially large civil penalties if it violates the Order.

A copy of the final Decision and Order is enclosed for your information. Relevant materials also are available from the Commission's Website at <http://www.ftc.gov>.

It helps the Commission's analysis to hear from a variety of sources in its work, and we appreciate your interest in this matter.

By direction of the Commission.

Donald S. Clark
Secretary