

## *Press Release*

### **KFC introduces Bucket**

**Dhaka 07 April 2009:** The long wait of the KFC fans and chicken lovers of the country for KFC bucket ended yesterday. KFC introduces its signature Bucket with big bang. Celebrity couple actress Tinni and actor Hillol were present in the ceremony as the endorser of Bucket. They wore the KFC branded t-shirt and cap and announced the official launching of the bucket by uncovering the first bucket and informing media on its specialty. It can be mentioned that such form of promotion is unique in Bangladesh. Later, to the journalists of print and electronic media, Tinni commented, "I became a mother recently and for that reason I was absent from the media for quite a while. But I myself a big fan of the KFC chicken and hence I simply could not miss the opportunity of being a part of the launching of the KFC Bucket." KFC is launching Hot Wings, which is a blend of lemon chilli spice marination, at all the three branches as part of this "Bucket" celebration.

Besides Tinni and Hillol, many other celebrities of the entertainment industry were present in the program. Mr. Akku Chowdhury, Executive Director of Transcom Foods Ltd. said, "At last KFC is launching the Bucket. The fans waited a long time for this moment. From now on, this world famous bucket of 12 KFC chickens will be available for only Tk. 910 at the KFC outlets located in Gulshan, Banani and Dhanmondi."

As many of you know, KFC Bucket is hugely popular throughout the globe and has already established itself as an essential component of every party, festival and celebration. It was since KFC's opening in Bangladesh in 2006 that the chicken lovers of the country started to expect the launch of the world famous KFC Bucket. Everyday at least one or two fans came to the different outlets and asked for the KFC Bucket. KFC was planning to introduce the bucket in Bangladesh for a long time. It was through the festive launching ceremony of yesterday that all these planning and preparations became a reality. On this occasion, the Gulshan, Banani and Dhanmondi outlets of KFC were decorated with festive look and band parties with branded horse carts rallied all around the city with the a big demo of bucket.