

# FireKing Now Secures the Colonel's Secret Recipe

*Resulting in Media Coverage Around the World...*

## BUSINESS FIRST

**Tuesday, February 10<sup>th</sup>, 2009**  
*Colonel's recipe returns to KFC*

"It now resides in a computerized vault made by New Albany-based FireKing International Inc."

## The Home Page of Corporate Finance Financial Week

**Tuesday, February 10<sup>th</sup>, 2009**  
*KFC's prized corporate asset returned to high-tech roost*

"The Secret Recipe's new high-tech home is a custom-built, digital FireKing safe."

## THE WEEK

ALL YOU NEED TO KNOW ABOUT  
EVERYTHING THAT MATTERS

**Wednesday, February 11<sup>th</sup>, 2009**  
*Finger-lickin' security, Unplugging the power lunch*

"Kentucky Fried Chicken installed the secret handwritten recipe for its fried chicken in a new high-security safe."



**Tuesday, February 10<sup>th</sup>, 2009**  
*KFC's Secret Recipe Moves to Secure Vault*

"The computerized safe also boasts a dual-opening system that requires both a smart key and a personal identification number (PIN)."

## AP Associated Press

**Tuesday, February 10<sup>th</sup>, 2009**  
*Colonel's secret recipe in a new, safer vault at KFC*

"Thick concrete blocks encapsulate the vault, situated near office cubicles, that is connected to a backup generator to keep the security system operating in times of power outages."

## larevista

DEL DIARIO

**Tuesday, February 10<sup>th</sup>, 2009**  
*Para lanzar el nuevo Value Menu, KFC da a conocer imágenes del altamente tecnológico hogar de uno de los secretos más valiosos de Estados Unidos*

"La caja fuerte digital FireKing, hecha a pedido, que protege a la Receta Secreta pesa más de 770 libras y tiene una puerta de acero de 1/2"."



**Tuesday, February 10<sup>th</sup>, 2009**  
*Last Word – The Colonel's Recipe Returns*

"KFC got a new custom-built, computerized, bullet-proof safe ready for its only occupant."



**Tuesday, February 10<sup>th</sup>, 2009**  
*KFC keeps original chicken recipe in safe*

"The new safe has motion detectors, cameras, and other levels of protection."



**Tuesday, February 10<sup>th</sup>, 2009**  
*KFC's Secret Recipe Returns Home*

"This safe is bolted down and there is no way anybody can get in here unauthorized without us knowing about it."