



PRODUCT KFC Original Recipe Chicken
MARKET Boston, MA
PROGRAM News
CODE # 031008316
TITLE Starting Today They're Eating Better

LENGTH 30
STATION WBZ
DATE 10/27/2003
TIME 05:57 AM



(SFX: TV/BALL GAME)



MAN: Hey, honey. WOMAN: Hey. Remember how we talked about eating better?



(SFX)



Well, it starts today.



(SFX PAUSES) (MUSIC IN) MALE ANNCR: The secret's out,



two Original Recipe Chicken breasts have



less fat than a BK Whopper. Or go skinless for just



three grams of fat per piece.



And now, get a 12-piece bucket of kitchen fresh chicken for just 9.99. (MUSIC PAUSES)



(SFX RESUMES) MAN: You know, I'm doing this for you.



WOMAN: Hmm. (SFX OUT) (MUSIC RESUMES) ANNCR: For a fresh way to eat better,



you've gotta KFC what's cookin'. (MUSIC OUT)

ALSO AVAILABLE ON VIDEO CASSETTE

Material supplied by VMS may be used for internal review, analysis or research only. Any editing, reproduction, publication, re-broadcasting, public showing or display for profit is forbidden and may violate copyright law.

330 West 42nd Street, New York, NY 10036 T 212 736 2010



PRODUCT KFC Original Recipe Chicken
MARKET Boston, MA
PROGRAM News
CODE # 031008294
TITLE Jack's Been Eating Chicken

LENGTH 30
STATION WHDH
DATE 10/27/2003
TIME 06:23 AM



(SFX: BIRDS IN) MAN: Jack,



is that you?



Man, you look fantastic. What the heck you've been doing?



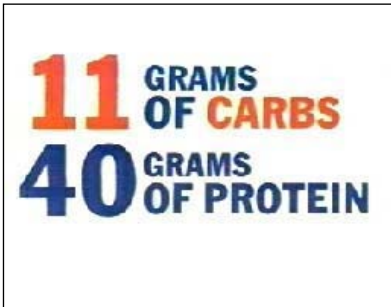
JACK: Eating chicken. (MUSIC IN)



MALE ANNCR: The secret's out.



One Original Recipe Chicken Breast



has just 11 grams of carbs and packs 40 grams of protein.



So, if you're watching carbs and going high protein, go KFC.



And now, get a 12-piece bucket of kitchen-fresh chicken for just 9.99.



MAN: Chicken?



JACK: Chicken.



ANNCR: For a fresh way to eat better, you gotta KFC What's Cookin'. (MUSIC/OUT)

ALSO AVAILABLE ON VIDEO CASSETTE

Material supplied by VMS may be used for internal review, analysis or research only. Any editing, reproduction, publication, re-broadcasting, public showing or display for profit is forbidden and may violate copyright law.

330 West 42nd Street, New York, NY 10036 T 212 736 2010