

# EXHIBIT A

Greg Creed  
President

Taco Bell Corp.  
17901 Von Karman  
Irvine, CA 92614

June 18, 2008

Mr. Curtis Jackson aka 50 Cent  
c/o Joanne Wiles  
William Morris Agency  
One William Morris Place  
Beverly Hills, CA 90212

Dear Mr. Jackson,

We know that you adopted the name 50 Cent years ago as a metaphor for change. We at Taco Bell are also huge advocates of change. In fact, for just a few spare coins, we're giving consumers more variety for less money with our new 79-89-99 *Why Pay More* value menu. Where else can you get a Cheesy Double Beef Burrito for only \$.89?

So here's our offer of change to you: For one day this summer, change your name to either 79 Cent, 89 Cent or 99 Cent by showing up to one of our more than 5,600 locations nationwide and rapping your order in the drive thru with your new moniker.

We'll serve the guests of the chosen location with plenty of free *Why Pay More* menu items. And we'll reward more than just customers—we'll also make a \$10,000 contribution to a charity of your choice that they can take "Straight to the Bank."

Inspiration for your rap can be found at [www.tacobell.com/valuemenu](http://www.tacobell.com/valuemenu) with our "Why Pay Mo' Rhyme Generator." Just upload your picture and watch change happen. We encourage you to "Think Outside the Bun" and hope you accept our offer.

Sincerely,



Greg Creed

President  
Taco Bell Corp

THINK  
OUTSIDE  
THE BUN



WHY PAY MORE!