

PRESS RELEASE

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HEATHER NEARY JOINS KBP INVESTMENTS AS EXECUTIVE VICE PRESIDENT & GENERAL MANAGER OF KBP BELLS DIVISION

OVERLAND PARK, KAN. – March 4, 2021 – KBP Investments, one of the largest Yum! Brands franchisees in the country, today announced **Heather Neary** has joined the company as Executive Vice President & General Manager of KBP Bells, an entity that focuses specifically on Taco Bell restaurants. Neary will oversee the business unit’s continued growth and development, including leading financial and operational performance.

“Heather is an accomplished leader with a demonstrated ability to drive value, growth, and profitability through strategy, innovation, and best-in-class execution,” said **Mike Kulp**, President & CEO of KBP Investments. “Heather’s arrival comes at an exciting time for KBP Bells as we continue to expand our footprint within the Taco Bell system. She will play a critical role in the evolution of the brand, and we are delighted to have her onboard.”

Neary brings more than 20 years of brand leadership and restaurant industry experience to KBP. She previously served as President of Auntie Anne’s, the world’s largest pretzel franchise, where she was responsible for \$560 million in revenue and more than 1,300 franchise locations across the country.

"Over the last 20 years, KBP has emerged as one of the fastest-growing restaurant companies in the country with nearly \$1 billion in annual revenue," said Neary. "While the success of the business is impressive, what I found most compelling about KBP is their passion for people and focus on providing opportunities for growth – personally, professionally and financially – at every level throughout the organization. Our success is the result of our people and ultimately, we have to attract and retain the best possible people to run great restaurants. KBP gets that."

Neary serves on the National Restaurant Association Board of Directors and the Women’s Foodservice Forum Board of Directors. She has previously been recognized by Nation’s Restaurant News on its list of “50 Most Influential Women in Food” (2020) and the “Power List” (2019).

Neary graduated with a Bachelor of Arts in English from Millersville University in Millersville, Penn., and earned a Master of Business Administration from The Smeal College of Business at Pennsylvania State University.

ABOUT KBP INVESTMENTS

KBP Investments has been named one of the 10 Fastest-Growing Restaurant Chains and one of the Top 100 Fastest-Growing Businesses in North America. The company and its two brands, KBP Foods and KBP Bells, operate nearly 800 Yum! Brands restaurants across 28 states.