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## PRESS RELEASE

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# Taco Bell honors idX for exceptional service with STAR Award

ST. LOUIS, MO -- idX Corporation, the premier, custom global supply chain solution for consumer environments, has been honored with the STAR Award for exceptional service by Taco Bell Corp. and RSCS (Restaurant Supply Chain Solutions).

Taco Bell, a subsidiary of Yum! Brands, Inc., is the nation's leading Mexican-inspired quick service restaurant (QSR) brand. The company is in the midst of a major international expansion and restaurant redesign initiative.

Hui Cox, Director of Prototype Design at Taco Bell, and Scott Sargent, VP of Procurement at RSCS, presented the asset category award to idX, singling out the company's exceptional service in development of Taco Bell's new image, along with its dedication, customer service and overall performance. idX provides seating and decor for new and redesigned Taco Bell restaurants.



Picture from left: Hui Cox, Taco Bell; Gordon Bjorkman and Erik Smith, idX; and Julie Felss Masino, Taco Bell.

"This award recognizes the hard work, care and commitment of idX associates," said Gordon Bjorkman, idX VP of Strategic Accounts. "It takes a well-coordinated team effort to be successful. This involves the project managers, designers, engineers, estimators, prototype cell workers, factory shop floor workers, schedulers, QC/QA teams, shipping departments and field support account executives. These are the dedicated people this award honors."

idX divisions working with Taco Bell include Louisville, Los Angeles, Chicago, GPS (Global Project Services), Xiamen, and the idX Franchisee Support Team.

### About idX Corporation

idX Corporation is the premier custom, global solution provider for consumer environment design, manufacturing, rollout and installation. To meet the needs of global customers, idX has facilities and offices worldwide housing more than 3 million square feet of manufacturing and warehousing space, and over 1,300 dedicated idX employees. idX's portfolio reflects some of the best-known names in retail, hospitality, and finance, including; Adidas, Bank of America, Barnes & Noble Booksellers, Clarks, Coach, CVS, Disney, FedEx, Foot Locker Inc., Ford, KFC, Kroger, Michael Kors, Pandora, Ralph Lauren, Samsung, Sephora, Starbucks, Taco Bell, Tesla Motors, TJX Companies, Total Wine, Uber, Under Armour, Walmart, and more. For more information, visit <http://www.idxcorporation.com>.

### About Taco Bell Corp.

Taco Bell Corp., a subsidiary of Yum! Brands, Inc. (NYSE: YUM), is the nation's leading Mexican-inspired quick service restaurant (QSR) brand. From breakfast to late night, Taco Bell serves made-to-order and customizable tacos and burritos, among other craveable choices, and is the first QSR restaurant to offer American Vegetarian Association (AVA)-certified menu items. Taco Bell and its more than 350 franchise organizations proudly serve over 46 million customers each week through more than 6,000 restaurants across the nation, as well as through its mobile, desktop and delivery ordering services. Overseas, Taco Bell has 350 restaurants, with plans to operate a total of 9,000 restaurants in more than 40 countries. The brand encourages its fans to "Live Mas" and connects with them through sports, gaming and new music via its Feed The Beat® music program. Taco Bell also provides education opportunities and serves the community through its nonprofit organization, the Taco Bell® Foundation™, and connects fans with their passions through programs such as the Live Mas Scholarship program. In 2016, Taco Bell was named as one of Fast Company's Top 10 Most Innovative Companies in the World. Like: [Facebook.com/tacobell](https://www.facebook.com/tacobell) -- Follow: @TacoBell (Twitter), tacobell (Instagram) and tacobell (Snapchat) -- Subscribe: [YouTube.com/tacobell](https://www.youtube.com/tacobell) - Explore: [ta.co](https://www.ta.co)