

NOTICE OF ANNUAL STOCKHOLDERS' MEETING

NOTICE IS HEREBY GIVEN that the annual meeting of the stockholders of Jollibee Foods Corporation (the "*Corporation*") will be held on June 25, 2010 at 2:00pm, at the PSE Auditorium, PSE Building, Exchange Drive, Ortigas Center, Pasig City.

The Agenda for the meeting shall be as follows:

1. Call to Order;
2. Certification by the Corporate Secretary on Notice and Quorum;
3. Reading and Approval of the Minutes of the last Annual Stockholders' Meeting;
4. President's Report;
5. Ratification of Actions by the Board of Directors and Officers of the Corporation;
6. Election of Directors;
7. Appointment of External Auditors;
8. Other matters; and
9. Adjournment.

Registration begins at 1:00pm. Only stockholders of record as of May 31, 2010 are entitled to vote and be voted for during the meeting. For your convenience in registering your attendance, please bring any form of government-issued identification such as Passport, SSS identification or driver's license.

All nominations to the Board of Directors must be received by the Corporate Secretary not later than June 4, 2010. Nominations received after this date shall not be recognized for the meeting.

We are not soliciting your proxy. However, you may attend the meeting by submitting a duly-accomplished proxy substantially in the form attached hereto which must be received by the Corporation Secretary not later than ten (10) days before the meeting or on or before June 15, 2010 ("Cut-off Date"). Proxies received after the Cut-off Date shall not be recognized for this meeting. Proxies duly received by the Corporate Secretary on or before the Cut-off Date shall be recognized for the meeting unless revoked by personal appearance of the stockholder or by a later proxy received on or before the Cut-off Date.


WILLIAM TAN UNTIONG
Corporate Secretary