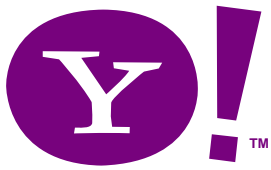


PATENT OWNER  
EXHIBIT 2055



## Pizza Hut & Yahoo Meeting Agenda



**Date:** Wednesday, May 3<sup>rd</sup>, 2006

**Time:** 2pm-4:30pm CST

**Conference Bridge Number:** 888.371.8922 PC: 43126797

### **Yahoo Attendees:**

Eric Del Balso, Director, Global Strategic Partnerships  
Charlie Thomas, Vice President of Sales  
Matt Comstock, Director of Sales  
Dick O Hare: Vice President, Global Strategic Partnerships  
Don Aylor, Yahoo Search Marketing

### **Pizza Hut:**

Peter Hearl, President  
Jerry Buss, Chief Operating Officer  
Pat Murtha, SVP Operations (Will be the COO when Jerry retires)  
Bill Ogle, Chief Marketing Officer  
David Gibbs, Chief Financial Officer  
Brian Niccol, VP Strategic Marketing

### **Amaranth:**

Keith McNally, CEO

**Agenda:** (Times are CST- Dallas local)

- 2 pm-2:15pm Introductions – **Bill Nicholson**
- 2:15pm-2:45 pm- The Internet: Key Trends in Today's Marketplace-**Charlie Thomas**
- 2:45 pm-3:00pm- Yahoo Business Overview- **Eric Del Balso**
- 3:00pm-3:30pm-Internet Marketing on Yahoo-**Matt Comstock**
- 3:30pm-3:45pm: Global Strategic Partnerships Case Studies- **Dick O' Hare**
- 3:45pm-4:00pm- Overview of E Host Project- **Keith McNally**
- 4pm-4:30 pm- Yahoo Recommendations- **Matt Comstock, Eric Del Balso and Charlie Thomas**

# Presentation Outline

2 pm-2:15pm *Introductions* – **Bill Nicholson and Peter Hearl**

- Why are we here? What is the opportunity to work with Yahoo? Review of Agenda for day and business challenges facing Pizza Hut (Peter)

2:15pm-2:45 pm- *Understanding Key Trends in Today's Marketplace*-**Charlie Thomas**

*Theme: The pace of change*

Why should C level executives at PH care about the internet?

How can the internet help Pizza Hut revitalize its brand?

- What key trends are in today's market? Growth of broadband, how do PH demos use internet? Shift in consumer behavior and media spending
- Break perception that you need to be online to spend online
- break perception that internet is not efficient medium

2:45 pm-3:00pm- *Yahoo Business Overview*- **Eric Del Balso**

- Speak in PH language
- Make comparisons to things they know (TV, Print)
- How is Yahoo unique?

3:00pm-3:30pm *Internet Marketing on Yahoo* (Matt Comstock)

- How are users interacting with PH on Yahoo?
  1. Search
  2. Community:
  3. What can PH do better to take advantage of this activity?
- Competitive Landscape
  1. What are other brands doing?
  2. What can PH do better?
- Head and Tail Concept:
- Case Studies: Purina and Pontiac
- How does internet support other media choices?

3:30pm-3:45pm- *Global Strategic Partnerships Case Studies*- **Dick O' Hare**

- IHG
- McDonalds
- Any other QSR?

3:45pm-4:00pm- *Overview of E Host Project*- **Keith McNally**

- Update on opportunity
- How does this support Yahoo activity?
- What is the opportunity to work with Yahoo? Local Integration

4pm-4:30 pm- *Yahoo Recommendations*- **Matt Comstock, Eric Del Balso**

- Build long term promotional platform
- Invest in Search: Maximize Head activity
- My Yahoo Integration
  1. RSS and Search(Charlie point)-mail and costs, click on
- Yahoo Local Integration