

FOR IMMEDIATE RELEASE

PEPSICO NORTH AMERICA BEVERAGES REFRESHES EVERYTHING

*–Super Bowl Ads for Pepsi, SoBe and Gatorade to Bring Brand Reinvention Strategy to Life
–Unparalleled Levels of Commitment to Enterprise Wide Innovation designed to reinvigorate category,
Sustainability & Design to inform global corporate ethos*

Purchase, New York, January 27, 2009 – PepsiCo North America Beverages today formally announced a portfolio wide brand reinvention strategy designed to breathe new life into the beverage category, with particular focus on its iconic beverage brands. The company’s new strategy is already in motion for PepsiCo’s marquee beverage brands including: Pepsi, Tropicana, SoBe, Lifewater and Gatorade. During this year’s Super Bowl, PepsiCo is the second most prolific advertiser and US consumers will see a dramatic revision of some of America’s most iconic brands as Pepsi, SoBe and Gatorade ~~use the airtime to~~ will showcase their newly re-architected beverages to the nation’s largest TV audience.

A testimony to the company’s commitment to innovation and unswerving desire to bring dynamism and entertainment to its brands will be showcased today in New York. A selected audience of media and opinion formers will witness **the first ever 3D television commercial** featuring Matt Light and the already famous Sobe Lizards.

“Today, people want beverages to refresh more than their taste-buds. They seek a 360 degree experience that refreshes their outlook, stimulates their senses and inspires hope and optimism,” said Massimo d’Amore, CEO of PepsiCo North America Beverages. “This is what our brand reinvention strategy is all about and we’re introducing new identities, new packaging and holistic marketing campaigns designed to inspire people of all generations to return to this simple pleasure. Our ads at the Super Bowl are designed to

return our beverages to the center of popular culture, where they have energized new generations for years.”

The brand reinvention by brand break-down is as follows:

Pepsi Refresh: The new campaign has already tapped into a wave of re-energization that has swept across America. The latest episode reflects the Pepsi legacy that the brand embodies and fuels the spirit and optimism of youth. In the “Refresh Anthem” spot, Grammy award-winning artist Will.i.am performs legendary Bob Dylan’s “Forever Young” to a visual collage of as iconic images celebrating generations past and present A successful online ‘soapbox’ campaign at www.refresheverything.com will develop the generation theme by asking how Pepsi consumers want to refresh their world.

Pepsi Max: Pepsi Max, the first diet cola for men, will make its debut at the Super Bowl with two 30 second spots entitled “I’m Good” and “Ingredients.” In “I’m Good,” Pepsi Max taps into the truth that while men can tolerate a lot of pain, they have not been able to stomach is the taste of a traditional diet soda. With the appropriate levels of health warnings, the Pepsi Max campaign is designed to inspire a glut of user-generated content.

SoBe: The 60-second SoBe Lifewater spot, directed by Super Bowl commercial veteran Peter Arnell, will mark the first ever 3D commercial. The SoBe lizards share the screen with characters from the upcoming Dreamworks Animation film ‘Monster vs Aliens’ dancing alongside current NFL stars Ray Lewis, Justin Tuck and Matt Light.

Gatorade: New ads entitled the “G” Manifesto entail a series of spots describing the meaning of “G” in a Gatorade context- “the heart, hustle and soul of athleticism.” The ads are designed to expand the brand’s appeal to a broader range of athletes and active people and will complement a newly redesigned packaging that puts the letter “G” front and center and offers new bold, loaded-

with-attitude beverage names like “Bring It,” “No Excuses,” “Be Tough” and “Shine On” on the label and the added nutrition benefits of vitamins inside. The new Gatorade brand activity will evolve across a range of media with particular emphasis on the internet where the worlds of Monty Python and high performance sport will soon collide. More soon.

Tropicana: In the new ad spots, Tropicana is conveying to consumers their responsibility to fill their bodies with only the most pure ingredients while the company maintains its commitment to responsible use of the earth’s resources and meeting the diverse needs of its drinkers.

“We wanted our new campaigns to capture the marketing vision for each product, but to be truly emblematic of the strategy behind the brand reinvention of the entire beverage portfolio,” said Dave Burwick, CMO of PepsiCo North American Beverages. “Each spot is designed to showcase the innovative attributes of each of the products, while also highlighting what the re-tooled or reinvented product qualities are. We’re excited with the new ads, and with the new Refresh campaign overall, as we are hopeful that the campaign will help enable us, and our consumers, to usher in a new era of beverage innovation.”

About PepsiCo North American Beverages

Pepsi-Cola North America Beverages (www.pepsi.com) is the refreshment beverage unit of PepsiCo, Inc., in the United States and Canada . Its U.S. brands include Pepsi, Mountain Dew, Aquafina, Sierra Mist, IZZE, SoBe, Mug, Tava, Tropicana Twister Soda, Tropicana Juice Drinks, Dole and Ocean Spray single-serve juices. The company also makes and markets North America 's best-selling ready-to-drink iced teas and coffees, respectively, via joint ventures with Lipton and Starbucks. For more information, visit www.pepsiproductfacts.com .