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**PEPSI AND PEPSI BEVERAGES COMPANY ANNOUNCE LOCAL WINNER OF
THE PEPSI REFRESH PROJECT**

**– The Tommy Foundation Awarded \$50,000 Grant
To Raise Awareness of Autism Nationwide –**

LANCASTER, PA – April 23, 2010 – The Pepsi Refresh Project, a groundbreaking effort that funds ideas, big and small, that can refresh the world, announced today that The Tommy Foundation, Inc. was the recipient of a \$50,000 grant to raise awareness of autism through a nationwide city tour and the creation of a documentary film, "United States of Autism." The Lancaster, Pa.-based non-profit organization was founded to enhance the quality of life for families and individuals affected by Autism Spectrum Disorders (ASD) and associated conditions.

In 2010, Pepsi is awarding more than \$20 million to ideas that will move the world forward. Anyone can submit an idea at www.RefreshEverything.com and each month the public decides who wins.

"The Pepsi Refresh Project is about people like you and me coming up with ideas that will refresh the world and their local communities. The Tommy Foundation, our local winner, is a great example of how people from every walk of life are developing powerful, creative and fun ideas that can create positive change," said Mike Bashore, Regional Sales Director, Pepsi Beverages Company.

Voters to <http://www.refresheverything.com/usofautism> agreed that The Tommy Foundation's idea was a compelling one. The "United States of Autism" documentary will feature 20 different families that are all learning how to reach their loved one(s) with autism. Sugey Cruz-Everts and Richard Everts, the founders of The Tommy Foundation and parents of a child with autism, will be traveling 15,000 miles to cities in 20 different states to showcase what life is actually like for families affected by autism and to provide advocacy and communication trainings.

"The Tommy Foundation's efforts to foster thoughtful discussion about autism provide tremendous learning and teaching opportunities," said Liz Dwyer, Pepsi Refresh Education Ambassador. "It's fitting that this grant announcement comes in April, which is National Autism Awareness Month."

The Pepsi Refresh Project is an evolution of the Refresh Everything initiative Pepsi launched in 2009, which showed the brand as a catalyst for optimism. In 2010, Pepsi is funding ideas that will move the world forward in six categories: Health, Arts & Culture, Food & Shelter, The Planet, Neighborhoods and Education. The Pepsi Refresh Project will feature significant social engagement around people and the power of ideas.

“Everyone’s excited to be a part of The Pepsi Refresh Project. Let your voice be heard at www.RefreshEverything.com or submit an idea of your own,” said Bashore.

To implement the project, Pepsi has partnered with three organizations dedicated to making a positive difference in the world: GOOD, a leading platform for thought and action revolving around pushing the world forward; Global Giving, an online marketplace that connects people who have community and world-changing ideas with people who can support them; and Do Something, the largest non-profit teen charity.

The Pepsi Refresh Project can be found at www.RefreshEverything.com or find more information on Facebook at www.facebook.com/refresheverything and Twitter, @Pepsi or #pepsirefresh.

Pepsi Refresh Project

In an effort to support those who generate innovative, optimistic ideas, the Pepsi Refresh Project (www.RefreshEverything.com), will award more than \$20 million in 2010 to move communities forward. Individuals can apply for grants to benefit a variety of projects and site visitors can vote for the best ideas for funding. The Pepsi Refresh Project is an evolution of the Refresh Everything initiative Pepsi launched in 2009, which showed the brand as an optimistic catalyst for idea creation, leading to an ever-refreshing world. Pepsi will fund projects that make a difference in six categories: Health, Arts & Culture, Food & Shelter, The Planet, Neighborhoods and Education.

Pepsi Beverages Company

Pepsi Beverages Company (PBC) is PepsiCo's beverage manufacturing, sales and distribution operating unit in the United States, Canada and Mexico. PBC handles approximately 75 percent of PepsiCo's North America beverage volume. Its diverse portfolio includes some of the world's most widely recognized beverage brands, including Pepsi, Mountain Dew, Sierra Mist, Aquafina, Gatorade, SoBe, Lipton, and Amp Energy. In many markets, PBC also manufactures and distributes non-Pepsi brands, including Dr Pepper, Crush, ROCKSTAR, and Muscle Milk. The operating unit is headquartered in Westchester County, New York and employs approximately 70,000 people. Learn more about PBC at www.pepsico.com/pbc.

Pepsi-Cola North America Beverages

The Pepsi-Cola North America Beverages (PCNAB) portfolio features market-leading liquid refreshment beverages, including the Pepsi, Mountain Dew, Sierra Mist and Mug trademarks in the carbonated soft drink category. PCNAB is a division of PepsiCo, which offers the world’s largest portfolio of billion-dollar food and beverage brands, including 18 different product lines

that each generates more than \$1 billion in annual retail sales. Our main businesses – Frito-Lay, Quaker, Pepsi-Cola, Tropicana and Gatorade – also make hundreds of other nourishing, tasty foods and drinks that bring joy to our consumers in over 200 countries. With more than \$43 billion in 2008 revenues, PepsiCo employs 198,000 people who are united by our unique commitment to sustainable growth, called Performance with Purpose. By dedicating ourselves to offering a broad array of choices for healthy, convenient and fun nourishment, reducing our environmental impact, and fostering a diverse and inclusive workplace culture, PepsiCo balances strong financial returns with giving back to our communities worldwide. For more information, please visit www.pepsico.com.

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