

## Common Stock Information

### Stock Trading Symbol — PEP Stock Exchange Listings

The New York Stock Exchange is the principal market for PepsiCo common stock, which is also listed on the Chicago and Swiss Stock Exchanges.

### Shareholders

As of February 8, 2008, there were approximately 185,000 shareholders of record.

### Dividend Policy

We target an annual dividend payout of 50% of prior year's earnings, excluding certain items. Dividends are usually declared in late January or early February, May, July and November and paid at the end of March, June and September and the beginning of January. The dividend record dates for these payments are, subject to approval of the Board of Directors, expected to be March 7, June 6, September 5 and December 5, 2008. We have paid consecutive quarterly cash dividends since 1965.

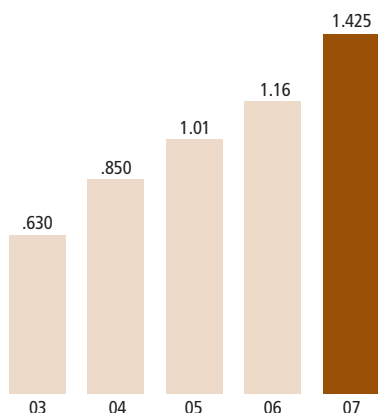
### Stock Performance

PepsiCo was formed through the 1965 merger of Pepsi-Cola Company and Frito-Lay, Inc. A \$1,000 investment in our stock made on December 31, 2002 was worth about \$1,964 on December 31, 2007, assuming the reinvestment of dividends into PepsiCo stock. This performance represents a compounded annual growth rate of 14%.

The closing price for a share of PepsiCo common stock on the New York Stock Exchange was the price as reported by Bloomberg for the years ending 2003-2007. Past performance is not necessarily indicative of future returns on investments in PepsiCo common stock.

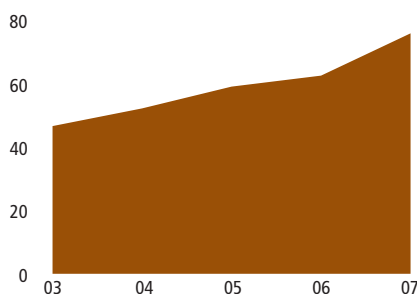
### Cash Dividends Declared

Per Share (In \$)



### Year-end Market Price of Stock

Based on calendar year-end (In \$)



PepsiCo's Annual Report contains many of the valuable trademarks owned and/or used by PepsiCo and its subsidiaries and affiliates in the United States and internationally to distinguish products and services of outstanding quality.

## Shareholder Information

### Annual Meeting

The Annual Meeting of Shareholders will be held at Frito-Lay Corporate Headquarters, 7701 Legacy Drive, Plano, Texas, on Wednesday, May 7, 2008, at 9:00 a.m. local time. Proxies for the meeting will be solicited by an independent proxy solicitor. This Annual Report is not part of the proxy solicitation.

### Inquiries Regarding Your Stock Holdings

Registered Shareholders (shares held by you in your name) should address communications concerning transfers, statements, dividend payments, address changes, lost certificates and other administrative matters to:

PepsiCo, Inc.  
c/o BNY Mellon Shareowner Services  
P.O. Box 358015  
Pittsburgh, PA 15252-8015  
Telephone: 800-226-0083  
201-680-6685 (Outside the U.S.)

E-mail: [shrrelations@bnymellon.com](mailto:shrrelations@bnymellon.com)  
Website: [www.bnymellon.com/shareowner/isd](http://www.bnymellon.com/shareowner/isd)  
or  
Manager Shareholder Relations  
PepsiCo, Inc.  
700 Anderson Hill Road  
Purchase, NY 10577  
Telephone: 914-253-3055

In all correspondence or telephone inquiries, please mention PepsiCo, your name as printed on your stock certificate, your Investor ID (IID), your address and telephone number.

### SharePower Participants

(employees with SharePower options) should address all questions regarding your account, outstanding options or shares received through option exercises to:

Merrill Lynch/SharePower  
Stock Option Unit  
1600 Merrill Lynch Drive  
Mail Stop 06-02-SOP  
Pennington, NJ 08534  
Telephone: 800-637-6713 (U.S., Puerto Rico  
and Canada)  
609-818-8800 (all other locations)

In all correspondence, please provide your account number (for U.S. citizens, this is your Social Security number), your address, your telephone number and mention PepsiCo SharePower. For telephone inquiries, please have a copy of your most recent statement available.

### Employee Benefit Plan Participants

PepsiCo 401(k) Plan & PepsiCo Stock Purchase Program

The PepsiCo Savings & Retirement Center at Fidelity  
P.O. Box 770003  
Cincinnati, OH 45277-0065  
Telephone: 800-632-2014  
(Overseas: Dial your country's AT&T Access Number  
+800-632-2014. In the U.S., access numbers are available by calling 800-331-1140. From anywhere in the world, access numbers are available online at [www.att.com/traveler](http://www.att.com/traveler).)  
Website: [www.netbenefits.fidelity.com](http://www.netbenefits.fidelity.com)

PepsiCo Stock Purchase Program — for Canadian employees:  
Fidelity Stock Plan Services

P.O. Box 5000  
Cincinnati, OH 45273-8398  
Telephone: 800-544-0275

Website: [www.iStockPlan.com/ESPP](http://www.iStockPlan.com/ESPP)

Please have a copy of your most recent statement available when calling with inquiries.

If using overnight or certified mail send to:

Fidelity Investments  
100 Crosby Parkway  
Mail Zone KC1F-L  
Covington, KY 41015

## Shareholder Services

### BuyDIRECT Plan

Interested investors can make their initial purchase directly through The Bank of New York, transfer agent for PepsiCo, and Administrator for the Plan. A brochure detailing the Plan is available on our website [www.pepsico.com](http://www.pepsico.com) or from our transfer agent:

PepsiCo, Inc.  
c/o BNY Mellon Shareowner Services  
P.O. Box 358015  
Pittsburgh, PA 15252-8015  
Telephone: 800-226-0083  
201-680-6685 (Outside the U.S.)

E-mail: [shrrelations@bnymellon.com](mailto:shrrelations@bnymellon.com)  
Website: [www.bnymellon.com/shareowner/isd](http://www.bnymellon.com/shareowner/isd)

Other services include dividend reinvestment, optional cash investments by electronic funds transfer or check drawn on a U.S. bank, sale of shares, online account access, and electronic delivery of shareholder materials.

### Financial and Other Information

PepsiCo's 2008 quarterly earnings releases are expected to be issued the weeks of April 21, July 21, October 6, 2008, and February 2, 2009.

Copies of PepsiCo's SEC reports, earnings and other financial releases, corporate news and additional company information are available on our website [www.pepsico.com](http://www.pepsico.com).

PepsiCo's CEO and CFO Certifications required under Sarbanes-Oxley Section 302 were filed as an exhibit to our Form 10-K filed with the SEC on February 15, 2008. PepsiCo's 2007 Domestic Company Section 303A CEO Certification was filed with the New York Stock Exchange (NYSE). In addition, we have a written statement of Management's Report on Internal Control over Financial Reporting on page 83 of this annual report.

If you have questions regarding PepsiCo's financial performance contact:

Jane Nielsen  
Vice President, Investor Relations  
PepsiCo, Inc.  
Purchase, NY 10577  
Telephone: 914-253-3035

### Independent Auditors

KPMG LLP  
345 Park Avenue  
New York, NY 10154-0102  
Telephone: 212-758-9700

### Corporate Headquarters

PepsiCo, Inc.  
700 Anderson Hill Road  
Purchase, NY 10577  
Telephone: 914-253-2000

PepsiCo Website: [www.pepsico.com](http://www.pepsico.com)

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