

**Press Release**

## PepsiCo's Ten-year Journey to Extend Power of Love

*PepsiCo Foundation donates USD 100,000 anew to "MWC" to celebrate the project's 10th anniversary*

[March 22, 2010, Beijing] On March 22, the advocacy campaign themed "Mother Water Cellar, Ten Years' Moisture" was held in the Great Hall of the People in Beijing.

On behalf of PepsiCo Foundation, Cathy Tai, Corporate Affair Vice President of PepsiCo Greater China Region (GCR) and Harry Hui, Chief Marketing Officer of PepsiCo GCR (Beverages), renewed a USD 100,000 worth donation to the MWC project under China Women's Development Foundation (CWDF), with a view to further promoting improved access to safe drinking water in Midwest China and calling for wider public attention and participation.

As the first Fortune 500 multi-national company involved in MWC project, the company's PepsiCo Foundation, PepsiCo GCR division and its Chinese employees have altogether donated RMB 17.7 million to build 1,500 water cellars and 30 small water supply projects, which have benefited 56,000 people in the west.

Ken Newell, Chairman of PepsiCo Investment (China) Ltd. and President of PepsiCo GCR (Beverages) said after the donation ceremony: "It is World Water Day today, and water, for PepsiCo bears special significance. Working hand in hand with CWDF on the MWC project in the last ten years, we have witnessed the notable improvement and changes brought by it to the life and work conditions of those people in the western region where water is seriously underserved."

"As a PepsiCo employee, we feel it a gratification and hopes that more and more enterprises and the social forces will join us in this CSR project to make further good-will contributions to it together," he said.

Ken expressed that in 2010, PepsiCo GCR will again launch a donation campaign among the employees to continue the journey of love with contributions from both the corporate and individuals.

Since 2001, PepsiCo has been a major donor of the MWC project, whose donation in this project has benefited up to a total of 56,000 people in 24 counties and 28 villages in 7 provinces/ autonomous regions, including Sichuan, Shaan'xi, Gansu, Guizhou, Guangxi, Hebei and Inner Mongolia.

PepsiCo has not only introduced into the project its professional expertise and techniques in water, but also promoted wider access to safe drinking water projects. It has also actively cooperated with CWDF to promote the "1+5 Project", namely, "a water cellar" plus " a solar-powered cooker ", " a sanitary lavatory", " a ring of poultry / livestock ", " a patch of production forest "and" a landscaped garden". By solving the drinking water shortage issue, PepsiCo aims to make efforts to ultimately elevate people's living standards and improve the rural living environment.

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### **About PepsiCo**

PepsiCo offers the world's largest portfolio of billion-dollar food and beverage brands, including 19 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 more than 200 countries. With annualized revenues of nearly \$60 billion, PepsiCo's people 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. In recognition of its continued sustainability efforts, PepsiCo was named for the third time to the Dow Jones Sustainability World Index (DJSI World) and for the fourth time to the Dow Jones Sustainability North America Index (DJSI North America) in 2009. For more information, please visit [www.pepsico.com](http://www.pepsico.com).

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### **For more details, please contact:**

Victor GAO

Associate PR Director

PepsiCo Greater China

Tel: 0086-10-65630086 ext. 2228

E-mail: [victor.gao@intl.pepsico.com](mailto:victor.gao@intl.pepsico.com)