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**FEED THE CHILDREN AND PEPSICO DONATE FOOD AND ESSENTIALS TO
NEARLY 3,000 ATLANTA FAMILIES**

Employees from PepsiCo Provide Volunteer Support

ATLANTA (Oct. 6, 2010) – Today, Feed The Children and PepsiCo partnered to bring 10 semi tractor-trailers full of food, essentials and personal care items to Compassion Atlanta (1300 Joseph E. Boone Blvd.) to help nearly 3,000 Atlanta families. Approximately 150 PepsiCo associates volunteered to help distribute the boxes.

Employees from PepsiCo's various area businesses – Frito-Lay, Pepsi Beverages Company and PepsiCo Warehouse – handed out more than 14,000 boxes of food, essentials and personal care items, including 3,000 bags of PepsiCo products like Frito-Lay's Baked! line of snacks, SunChips multigrain snacks, Rold Gold pretzels, Quaker Oatmeal, Quaker Chewy Chocolate Chip granola bars, Tropicana orange juice, Propel Fit water and Sierra Mist Natural lemon-lime soda. Feed The Children partner agency, Compassion Atlanta, identified the families in need of assistance and provided volunteer assistance at the event. Each family selected was given a voucher to receive the following items at the event:

- 25-pound box of food
- 10-pound box of essentials
- box of Avon products
- bag of PepsiCo products, including brands from Frito-Lay, Quaker, Tropicana and Pepsi

Atlanta is struggling with the economic downturn. The unemployment and child poverty rates in Georgia, Fulton County and Atlanta are higher than the national average. One in three children living in Atlanta is considered impoverished.

The distribution was the latest stop on Feed The Children's Americans Feeding Americans Caravan. The caravan has helped more than 150,000 families across the country in cities that have been affected by the nation's economic downturn. Feed The Children plans to help at least 200,000 families with the caravan by the end of 2010.

"The tremendous contribution by PepsiCo, Frito-Lay, Pepsi Beverages Company and their employees has allowed us to expand this event and help thousands of people in the Atlanta area." said Tony Sellars, spokesperson for Feed The Children. "Our Americans Feeding Americans project is geared toward people who are still being affected by the economic downturn, including many who, until recently, considered themselves middle class. A lot of these people, for the first time in their lives, have not been able to provide for their families and this distribution will provide relief for them at a crucial time."

"PepsiCo's Atlanta associates are pleased to work side-by-side with Feed the Children's Americans Feeding Americans Caravan to help make a difference in the lives of nearly 3,000 of our neighbors in need," said Erika Gongola, associate retail execution manager, PepsiCo Warehouse.

To see the impact of Feed The Children's Americans Feeding Americans Caravan in your area visit www.AmericansFeedingAmericans.org .

About Feed The Children

Founded in 1979, Feed The Children is consistently ranked as one of the 10 largest international charities in the U.S., based on private, non-government support. Feed The Children is a Christian, international, nonprofit relief organization with headquarters in Oklahoma City, Oklahoma, that delivers food, medicine, clothing and other necessities to individuals, children and families who lack these essentials due to famine, war, poverty or natural disasters. In FY 2009, Feed The Children distributed more than 111 million pounds of food and other essentials to children and their families in all 50 states and internationally. Since its founding, the organization has reached out to help those in need in 119 countries around the globe. For more information, please visit www.feedthechildren.org .

About Frito-Lay North America and PepsiCo

Frito-Lay North America is the \$13 billion convenient foods business unit of PepsiCo (NYSE: PEP), which is headquartered in Purchase, NY. Learn more about Frito-Lay at the corporate Web site, <http://www.fritolay.com/>, the Snack Chat blog, <http://www.snacks.com/> and on Twitter at www.twitter.com/fritolay.

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. For more information, please visit www.pepsico.com.