



FOR IMMEDIATE RELEASE

DBMA Announces PepsiCo as 2011 Circle of Excellence Winner

LANCASTER, PA— March 23, 2011— The Distribution Business Management Association (DBMA), announces that PepsiCo will be this year's recipient of their Circle of Excellence (COE) award. The award will be presented during the 2011 Supply Chain Leaders in Action (SCLA) Annual Business Forum on May 25th at the Omni Orlando Resort at Champions Gate, in Orlando, Florida. The SCLA is comprised of 50 of the nation's largest and most successful corporations.

Each year, DBMA presents the Circle of Excellence award to a leading company in a particular industry segment that represents the highest standards of quality and technology, and provides an environmentally responsible supply chain model. The award recipient is selected by an international panel of judges who are representatives of top universities and industry trade associations in the United States. Candidates—and more importantly, the recipient of the COE Award—must demonstrate corporate commitment to supply chain excellence and environmental initiatives, in the past and present as well as exhibit plans for continued future commitment.

PepsiCo was chosen to be this year's recipient by an international panel of judges who were impressed by PepsiCo's dedication to sustainability, not only in the environmental sense, but also in the realm of human and talent sustainability. Environmentally, PepsiCo is making strides to improve water and energy use efficiency by 20 percent in the next 4 years, reduce packaging weight by 350 million pounds by next year, and reduce fuel use intensity by 25 percent per unit of production by 2015, among many other measures.

Corporate Social Responsibility is also plays a large role in determining the COE winner each year. PepsiCo has not neglected to show their appreciation to the communities they serve. They provide funding, technical support, and training to local farmers, as well as strive to encourage healthier choices in their food and beverage products by continuing to expand their portfolio to better align with health and wellness wants and needs. PepsiCo invests tremendous resources in rethinking how their products are made—increasing the use of whole grains, fiber, fruits and select vitamins and minerals, while reducing saturated fat, sodium and added sugar. The company has also increased commitment to nutrition education, more transparent labeling, responsible marketing and partnerships advocating basic facts about nutrition and exercise in order to help people and communities make heartier, more informed choices.

Companies that are nominated for the CIRCLE of Excellence award uphold the qualities of: **C**onsistency, in products or services; **I**ntegrity, in business dealings with other companies; **R**esponsibility, to employees, community and to the environment; **C**ommitment, to total customer satisfaction; **L**eadership, that involves the directions, support and involvement of all management levels within the enterprise and community; and **E**xperience, exemplified by years of service in their field and coupled with versatility to adjust to the changing environment of business. The members of DBMA believe that PepsiCo upholds and exceeds all of these criteria.

Past award recipients include The Hershey Company, Chiquita Brands International, Staples, CVS, Dell, Kraft Foods, Lockheed Martin, Coors Brewing Company, UPS, Mercedes Benz, and other major companies in consumer goods and business-to-business categories.

About PepsiCo

PepsiCo (NYSE: PEP) is a World leader in convenient foods and beverages with over 275,000 employees in more than 200 countries, and made up of over 19 Billion-Dollar Brands. PepsiCo is a world leader in convenient snacks, foods, and beverages, with revenues of \$60 billion and over 285,000 employees. PepsiCo owns some of the world's most popular brands, including Pepsi-Cola, Mountain Dew, Diet Pepsi, Lay's, Doritos, Tropicana, Gatorade, and Quaker. Their brands are available worldwide through a variety of go-to-market systems, including direct store delivery (DSD), broker-warehouse, and food service and vending.

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