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Governor Doyle Announces \$2 Million for Frito-Lay, Inducts Company into Green Tier Program

Company Expansion Expected to Create 24 Full-Time Jobs in Beloit

BELOIT – Governor Jim Doyle today announced that he is providing \$2 million in financial support to Frito-Lay's Beloit production facility to support a \$28.5 million expansion and modernization project, preserving at least 500 jobs and creating 24 new full-time jobs for hard working Wisconsin families. Governor Doyle also announced today that Frito-Lay has been inducted into the state's Green Tier Program, a testament to the company's long standing history of environmental sustainability initiatives.

"I am pleased today to be able to invest in Frito-Lay, which has continued to grow in Wisconsin, and has grown the right way – by investing in the community and continuing its commitment to sustainability," Governor Doyle said. "By becoming a Green Tier program, Frito-Lay is showing it's a true leader in protecting our environment. It proves that they are not just interested in meeting minimum status quo requirements, but are truly dedicated to protecting our resources and ensuring that Beloit and Wisconsin residents continue to breathe clean air."

"For more than 35 years, Frito-Lay has been a member of the Beloit community. As a division of PepsiCo, we value that relationship and hopefully demonstrate our commitment through efforts like our environmental sustainability program," said Dave Reamsnyder, Midwest region vice president, operations, Frito-Lay North America. "It is through partnership with the state of Wisconsin and the city of Beloit that we have been able to grow. Today we are adding to our long history here."

Green Tier companies are committed to voluntary environmental performance that exceeds minimum standards. Governor Doyle signed Green Tier into law in 2004 to encourage a collaborative approach to environmental performance between DNR and Wisconsin businesses and associations. In the past five years, Frito-Lay decreased its natural gas emissions by 27 percent, electricity use by 20 percent, and water consumption by 50 percent.

The \$2 million award is from the Community Development Block Grant (CDBG) program, a flexible program that provides communities with resources to address a wide range of unique community development needs. The CDBG program works to ensure decent affordable housing, to provide services to the most vulnerable in communities, and to create jobs through the expansion and retention of businesses. CDBG is an important tool for helping local governments address serious challenges facing their communities.

Frito-Lay, consistent with PepsiCo's vision, has had a long standing commitment to sustainability. For nearly a decade, Frito-Lay has continuously developed and implemented innovative programs that

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minimize its environmental impact and reduce its use of precious resources, such as water and fuel. In August, Frito-Lay Beloit was presented a 2009 Clean Air Extravaganza Award by the Wisconsin Partners for Clean Air in recognition of the facility's voluntary efforts to improve air quality.

Frito-Lay North America is the \$12 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, www.fritolay.com, and the Snack Chat blog, www.snacks.com. PepsiCo offers the world's largest portfolio of billion-dollar food and beverage brands, including 18 different product lines that each generate more than \$1 billion in annual retail sales. The company's 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 themselves 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 <http://www.pepsico.com>.