



North Carolina Research Campus

For Immediate Release

October 20, 2008

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Food and Beverage Giant Joins North Carolina Research Campus

(For Immediate Release)

Kannapolis, N.C. (Oct 20, 2008) – David H. Murdock and officials from the North Carolina Research Campus formally announced today that PepsiCo will be the latest industry partner to establish a presence at the new campus. The announcement was made during the Open House and Dedication ceremony of three new buildings on the campus. PepsiCo is one of the world's largest food and beverage companies, with 2007 annual revenues of more than \$39 billion. Its principal businesses include Gatorade sports drinks, Frito-Lay snacks, Pepsi-Cola beverages, Tropicana juices and Quaker foods. "Having great minds from companies like PepsiCo at the campus is exactly what I envisioned for the project. I know they have a strong commitment to health, wellness, and nutrition research for people around the world," says David H. Murdock, Chairman and Owner, Dole Food Company and Castle & Cooke, Inc.

PepsiCo was an early adopter regarding health commitments to its consumers. Their goals include:

- **Providing a Spectrum of Good Choices.** This may range from the small indulgences our consumers enjoy to a wider variety of improved, enhanced, and fortified products that meet their needs for better health.
- **Applying the Best Available Science.** Because nutrition science is constantly evolving, PepsiCo evaluates major new health learning that applies to their products and makes formulation and labeling decisions based on the best available science.
- **Promoting Healthy Kids' Lifestyles.** PepsiCo understands the value in helping children lead healthier lives by offering healthy product choices in schools, by developing healthy products that appeal to children, and by promoting programs that encourage children to lead active lives.

"At PepsiCo, we recognize the need to stay at the forefront of nutrition knowledge. Increasingly, future innovation will be driven by leading-edge science," said Mehmood Khan, PepsiCo's Chief Scientific Officer. "Through our partnership with the North Carolina Research Campus, we're confident that the collaborative research of some of the world's leading nutrition academic researchers and PepsiCo scientists will result in further advancement in nutrition and health and ultimately the best products for consumers." Dr. Khan, an endocrinologist and veteran of the pharmaceutical industry, guides PepsiCo's long-term research strategy and agenda for business opportunities.

The prospect of having the top industry and academic scientists on one campus is compelling on its own. "When coupled with top research facilities and scientific instrumentation, this strategy will truly enable the great new discoveries to get to the consumers much quicker," says Clyde Higgs, Vice President, Business Development for the Research Campus.

About the NC Research Campus:

Planned as a public-private partnership on 350-acres of real estate in Kannapolis (Charlotte), the North Carolina Research Campus combines the research power of 8 world-renowned universities and the North Carolina Community College System. It is the vision of David H. Murdock, The University of North Carolina, Duke University, and the N.C. Community College System. In addition to PepsiCo, other companies that will have a presence at the campus include LabCorp, PPD Inc, Dole Food Inc, Redhat, Carolinas Medical Center, Anatomics, and Sensory Spectrum. David Murdock, owner and Chairman, Dole Food Company and Castle & Cooke, Inc has committed over a billion dollars to developing the NC Research Campus. This mission of the campus is to improve human health, well being and increase the longevity of people throughout the world via the:

- Co-location of industry and academic scientists for collaborative research
- "Bench to Bedside" research in human nutrition
- Personalized medicine
- Food science research
- Wellness promotion
- Improved plant nutrition
- Better understanding of bioactives

The Research Campus is located in Kannapolis, North Carolina (15 miles north of Charlotte). Also, a biorepository, new residential development, parks, Davis Love III renovated golf-course, walking trails, and experimental greenhouses will be developed by Castle & Cooke, Inc.

To learn more, visit: www.ncresearchcampus.net and www.dhmri.org

About PepsiCo

PepsiCo (NYSE: PEP) is one of the world's largest food and beverage companies, with 2007 annual revenues of more than \$39 billion. The company employs approximately 185,000 people worldwide, and its products are sold in approximately 200 countries. Its principal businesses include: Frito-Lay snacks, Pepsi-Cola beverages, Gatorade sports drinks, Tropicana juices and Quaker foods. The PepsiCo portfolio includes 18 brands that generate \$1 billion or more each in annual retail sales. PepsiCo's commitment to sustainable growth, defined as Performance with Purpose, is focused on generating healthy financial returns while giving back to communities the company serves. This includes meeting consumer needs for a spectrum of convenient foods and beverages, reducing the company's impact on the environment through water, energy and packaging initiatives, and supporting its employees through a diverse and inclusive culture that recruits and retains world-class talent. As a member of the Dow Jones Sustainability World Index (DJSI World) and the Dow Jones Sustainability North America Index (DJSI North America), PepsiCo is a recognized leader in sustainability. For more information, please visit www.pepsico.com.