



Contact: Jeff Dahncke
Public Relations
914-767-7690
jeff.dahncke@pepsi.com

FOR IMMEDIATE RELEASE

**THE PEPSI BOTTLING GROUP HONORS ITS 3,000 U.S. MILITARY VETERANS
WITH DONATION TO FISHER HOUSE FOUNDATION**

SOMERS, NY – NOVEMBER 11, 2009 – The Pepsi Bottling Group Foundation today announced a charitable contribution to Fisher House Foundation, an organization that builds housing for military families at all major U.S. military hospitals.

The \$25,000 donation will be made in honor of the more than 3,000 PBG employees who have served in the U.S. Armed Forces. It's the third consecutive year that the PBG Foundation has made the contribution.

“At PBG, we believe in letting our employees set our corporate giving agenda. Supporting military families is a cause that many people throughout PBG are passionate about, so we regularly seek opportunities to honor the service of the men and women who defend our country,” said Paula Davis, PBG's Vice President of Corporate Communications. “We're proud to continue our relationship with the Fisher House Foundation. They do great work in the military community and we're honored to assist their efforts.”

Founded in 1991, Fisher House has provided housing for more than 120,000 military families who are visiting loved ones at major military and Veterans Affairs hospitals. Use of the homes, which are normally within walking distance of a treatment facility, are offered free of charge. They have saved military families more than \$100 million in lodging costs.

“The Pepsi Bottling Group has been a terrific partner in recent years,” said David A. Coker, Fisher House Foundation President. “Major contributors like PBG greatly enhance our ability to meet the needs of military families all across the country. Men and women in uniform, as well as their families, face tremendous emotional strains and financial burdens. Our mission is to provide comfortable homes away from home during these difficult times and to play a positive role in helping military families resume their everyday lives.”

There are 43 Fisher Houses nationally and overseas in Germany, located on 18 military installations and 13 VA medical centers.

The PBG donation will be allocated among five individual facilities: National Naval Medical Center in Bethesda, MD; Fort Gordon Army Medical Center in Augusta, GA; Palo Alto VA Medical Center in San Jose, CA; VA North Texas Medical Center in Dallas; and the Minneapolis VA Medical Center in Minnesota.

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PBG will also encourage employee volunteer efforts with the Fisher House as part of the company's PBG WINs (We are Involved Neighbors) program, which offers matching gifts to non-profit organizations and grants in recognition of volunteer service.

About PBG

The Pepsi Bottling Group, Inc. is the world's largest manufacturer, seller and distributor of Pepsi-Cola beverages, with annual sales of nearly \$14 billion. With nearly 67,000 employees worldwide, PBG has operations in the U.S., Canada, Mexico, Russia, Spain, Turkey and Greece. For more information, visit the Company's website at www.pbg.com.

About The Pepsi Bottling Group Foundation

The Pepsi Bottling Group Foundation strives to make a difference in each community where the company operates. The PBG Foundation supports community-based organizations that promote diversity, provide disaster and need-basis relief to families, support environment sustainability efforts, as well as educational institutions. It also supports the nonprofit organizations that matter most to PBG employees through its PBG Gives Back program, which offers matching donations and grants in recognition of employee volunteer service. PBG donates more than \$23 million in financial and product donations every year through direct corporate contributions as well as through The Pepsi Bottling Group Foundation.

About the Fisher House Foundation

Fisher House Foundation is best known for the network of 43 comfort homes on the grounds of military and VA major medical centers. The houses are 5,000 to 16,000 square foot homes, with up to 21 suites, donated to the military and Department of Veterans Affairs by Fisher House Foundation. The Foundation provides support to families of patients receiving care at the nearby medical center and has ensured that families of service men and women wounded or injured in Operation Iraqi Freedom and Operation Enduring Freedom do not pay for their stay at a Fisher House or other base facility if they are on a wait list. For more information on the work of Fisher House Foundation, go to www.fisherhouse.org, or call toll-free (888) 294-8560

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