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## **Buffalo Rock Company's Columbus Division Named Finalist in Pepsi-Cola's Donald M. Kendall Bottler of the Year Award**

**DALLAS – (September 17, 2007)** – Pepsi-Cola North America (PCNA) has recognized Buffalo Rock Company's Columbus, Georgia division as one of four finalists for the 2006 Donald M. Kendall Bottler of the Year Award. Named for PepsiCo's former chairman and founder, this is the highest honor bestowed upon PCNA's bottling partners.

The winner will be announced at PCNA's national bottler meeting in Dallas on Thursday night after PCNA President and CEO Dawn Hudson and Mr. Kendall present the finalist awards to Buffalo Rock President and CEO Jimmy Lee III and the three other bottlers being recognized.

This is the second consecutive year Buffalo Rock has been nominated, as it sent its Mobile, Alabama franchise to the finals last year. Bottler of the Year finalists are nominated based on key criteria, including customer service, community support, volume and sales growth, quality standards and performance against the company's strategic imperatives.

VP-Corporate Development Matthew Dent and Columbus GM Barry Hayes led the company to a 21% increase in market growth over the past year, despite the market's population decline. The impressive growth rate puts Buffalo Rock among the top performing franchises in the country.

"Up against a competitive landscape in Georgia, the Columbus division of Buffalo Rock is able to persevere, making our brands stand out in the Southeast," said Hudson. "Winning customers and consumers in the Peach State is no easy feat and for that, we applaud Jimmy Lee and his team."

In recognition of their generous support, Pepsi-Cola North America presents each finalist with a \$5,000 Donald M. Kendall Community Grant. With that, Buffalo Rock's Columbus franchise made a donation to The Exchange Club of Albany, Georgia. This non-profit organization's main objective is to help individuals realize the full potential of community service through youth projects, child abuse prevention and the promotion of country pride.

### **About Pepsi-Cola North America**

Purchase, N.Y.-based Pepsi-Cola North America ([www.pepsi.com](http://www.pepsi.com)) is the refreshment beverage unit of PepsiCo, Inc., in the United States and Canada. Its U.S. brands include Pepsi, Mountain Dew, Aquafina, Sierra Mist, IZZE, SoBe, Mug, Tropicana Twister Soda, Tropicana Juice Drinks, Dole and Ocean Spray single-serve juices. The company also makes and markets North America's best-selling ready-to-drink iced teas and coffees, respectively, via joint ventures with Lipton and Starbucks.