



PEPSICO TO INTRODUCE ASPARTAME-FREE DIET PEPSI IN U.S. IN RESPONSE TO CONSUMER DEMAND

Latest Cola Innovation to Hit Shelves This August

PURCHASE, NY, April 24, 2015 – PepsiCo North America Beverages announced today that its latest consumer-driven cola innovation, aspartame-free Diet Pepsi, is slated to hit shelves in the U.S. later this year. The new Diet Pepsi sweetener formulation was developed after extensive research and testing with U.S. diet cola drinkers.

“Diet cola drinkers in the U.S. told us they wanted aspartame-free Diet Pepsi and we’re delivering,” said Seth Kaufman, SVP Pepsi and Flavors Portfolio, PepsiCo North America Beverages. “We recognize that consumer demand is evolving and we’re confident that cola-lovers will enjoy the crisp, refreshing taste of this new product. People have been turning to Diet Pepsi for zero-calorie refreshment for 50 years. As the cola journey continues, we’ll keep listening to our fans to ensure we deliver on our promise of providing refreshing and great-tasting beverages.”

Beginning in August, Diet Pepsi, Caffeine Free Diet Pepsi and Wild Cherry Diet Pepsi in the U.S. sweetened with a blend of sucralose and acesulfame potassium will begin replacing current offerings and will continue to provide consumers with the crisp, refreshing zero-calorie cola taste they expect from Pepsi.

For more information, visit www.pepsico.com.

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About PepsiCo

PepsiCo products are enjoyed by consumers one billion times a day in more than 200 countries and territories around the world. PepsiCo generated more than \$66 billion in net revenue in 2014, driven by a complementary food and beverage portfolio that includes Frito-Lay, Gatorade, Pepsi-Cola, Quaker and Tropicana. PepsiCo's product portfolio includes a wide range of enjoyable foods and beverages, including 22 brands that generate more than \$1 billion each in estimated annual retail sales.

At the heart of PepsiCo is Performance with Purpose – our goal to deliver top-tier financial performance while creating sustainable growth and shareholder value. In practice, Performance with Purpose means providing a wide range of foods and beverages from treats to healthy eats; finding innovative ways to minimize our impact on the environment and reduce our operating costs; providing a safe and inclusive workplace for our employees globally; and respecting, supporting and investing in the local communities where we operate. For more information, visit www.pepsico.com.

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