



NEWS RELEASE

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Detroit Metropolitan Airport Chooses Pepsi *Pepsi Bottling Group Will Be Airport's Official Beverage Partner*

The Wayne County Airport Authority (WCAA) has approved a sponsorship and beverage "pouring rights" agreement that makes The Pepsi Bottling Group (PBG)** the official beverage partner of Detroit Metropolitan Airport (DTW).

As part of the multiyear partnership, PBG will be the official beverage provider at more than 70 restaurants and retail outlets throughout the airport.

PBG's beverage portfolio includes such leading brands as Pepsi-Cola, Mountain Dew, Crush, Sierra Mist, Lipton Iced Tea, Sobe Lifewater, Aquafina, G2, Propel, Muscle Milk, Amp Energy and ROCKSTAR Energy Drink.

"This an innovative and exciting sponsorship and pouring rights program will generate significant new non-airline based revenue for the airport during a time of economic uncertainty for many in the industry," said Jack Vogel, Sr. Vice President – Business Development and Revenue Management for the WCAA. "PBG's world-class, diverse line-up of well-recognized beverage brands, along with their service commitment to our airport customers, make this program even that much more special, and we look forward to working closely with PBG and our concessionaires to meet the beverage needs of the millions of travelers who pass through DTW each year."

"We're excited to be the official beverage sponsor for Detroit Metropolitan Airport," said Byron Brooks, VP of Foodservice for PBG's Central Business Unit. "The Wayne County Airport Authority has done impressive work to make flying in and out of Detroit a great experience. With our wide-variety of beverages to choose from -- Pepsi, Lipton Tea, SoBe Lifewater and Crush, to name a few – we believe their experience will become even more enjoyable."

(more)

In addition to the diverse lineup of products, PBG will become the official beverage sponsor of Detroit Metropolitan Airport, an agreement that helps the company promote its products throughout the complex while providing additional income to the Airport Authority to maintain and improve the flying experience for its travelers. PBG will initiate fun and engaging marketing programs and advertising to engage travelers, promote the airport and drive incremental beverage sales.

Another important component of the contract includes PBG's investment in additional airport recycling / "green" initiatives. Working with the Airport, PBG will develop marketing programs and communications to promote the complex's green initiatives and drive awareness of recycling among Airport employees and travelers. "Environmental sustainability is one of our primary areas of focus as we continuously look for ways to improve the efficiency of our operations," said Myrna Mendez, VP Concessions and Commercial Real Estate. "Knowing that it is a top priority for PBG as well, we are excited to bring our collective interest and creativity to increase our rate of recycling - a move that benefits the entire Detroit Metro community."

The Airport Authority's contract with PBG is effective August 1, 2009 and runs through August 31, 2016. It is estimated to generate significant revenue for the airport, including more than \$1 million during the first year.

*** The official contracting party with Wayne County Airport Authority is PBG Michigan, LLC.*

About PBG

The Pepsi Bottling Group, Inc. (NYSE: PBG) is the world's largest manufacturer, seller and distributor of Pepsi-Cola beverages. With approximately 67,000 employees and annual sales of nearly \$14 billion, PBG has operations in the U.S., Canada, Greece, Mexico, Russia, Spain and Turkey. The company employs about 2,000 people throughout Michigan and has more than 450 employees in Detroit. For more information, please visit www.pbg.com.

About Detroit Metropolitan Airport

Serving more than 35 million passengers last year, DTW is the largest airport in Michigan and among the busiest air transportation hubs in the world. DTW serves as the second-largest hub for the world's largest airline, Delta Air Lines, and is also home to 14 additional airlines, including several low-cost carriers and foreign-flag carriers. With two new passenger terminals and six jet runways, DTW one of the newest, most operationally-capable, customer-friendly and efficient airports in North America with more than 1,200 non-stop flights per day to over 160 destinations worldwide. Please visit www.metroairport.com