



PepsiAmericas promotion expects to raise \$50,000 for breast cancer research

MINNEAPOLIS - Sept. 28, 2009 - PepsiAmericas, Inc. (NYSE:PAS), the world's second-largest Pepsi bottler, announced today that it has joined the Lynn Sage Cancer Research Foundation in the effort to aid in national breast cancer research by releasing specially marked Pepsi® Pink packaging on 12 oz. eight-packs of Pepsi products including Pepsi, Diet Pepsi, Mountain Dew, Diet Mountain Dew and Sierra Mist.

PepsiAmericas will donate 25¢ to the Lynn Sage Cancer Research Foundation to aid breast cancer research for every specially marked Pepsi® Pink 12 oz. eight-pack of Pepsi brands purchased from Sept. 28 to Oct. 31, 2009 (up to a maximum of \$50,000).

The Lynn Sage Cancer Research Foundation is one of the nation's leading breast cancer research and education charities. It was founded in 1985 in memory of Lynn Sage, a Chicago-area woman who endured a six-year struggle with breast cancer with her spirit and dignity intact before she died at the age of 39.

Following Lynn's death, a group of 17 friends formed the Lynn Sage Cancer Research Foundation with a vow to cure this devastating disease. Today, 80 individuals serve on three boards in her memory with the common goal of making a difference in the diagnosis and treatment of breast cancer.

Their mission is to support the understanding, research and treatment of breast cancer in partnership with Chicago's Northwestern Memorial Hospital and the Robert H. Lurie Comprehensive Cancer Center of Northwestern University.

Since its inception, the Lynn Sage Cancer Research Foundation has raised more than \$20 million for breast cancer research including \$15 million for Northwestern. Their administrative costs are less than 7 percent, so that there are more funds available for the research and education projects that they support. With each dollar donated, Lynn Sage's fight to cure breast cancer continues.

Nationally, the Lynn Sage Cancer Research Foundation is at the forefront of the battle against breast cancer and is recognized in Chicago and across the country as a leading philanthropic organization. Visit their website at www.lynnsage.org.

About PepsiAmericas

PepsiAmericas is the world's second-largest manufacturer, seller and distributor of PepsiCo beverages. With annual sales of \$4.9 billion in 2008, PepsiAmericas serves territories with a population of more than 200 million in a significant portion of a 19-state region in the U.S.; Central and Eastern Europe, including Ukraine, Poland, Romania, Hungary, the Czech Republic and Slovakia; and through the company's new joint venture, the Caribbean and Central America. For more information, please visit www.pepsiamericas.com.

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