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PepsiCo International Sustainability Director Dan Bena to Address Global Water Crises at Opening Keynote of WaterSmart Innovations Conference

Speech to kick-off conference October 7

LAS VEGAS (July 13) – Dan Bena, who spearheads international sustainability efforts for food and beverage giant PepsiCo, will be the opening keynote speaker for the WaterSmart Innovations Conference and Exposition, Oct. 7-9, 2009, in Las Vegas.

Bena, PepsiCo's Director of Sustainability, Health, Safety, and Environment, will address the conference's opening session on October 7.

PepsiCo's "Performance with Purpose" operating model has environmental sustainability as a cornerstone and includes minimizing environmental impacts of operations, and extending across supply chains and communities.

In 2007, PepsiCo adopted rigorous enterprise-wide global metrics to track its environmental footprint, and was one of the first companies of its size to publicly commit to quantitative resource conservation goals. Using 2006 as a baseline, the company is pursuing 20 percent reductions of water and electricity and a 25 percent reduction in fuel use. This target year coincides with the target year of the United Nations Millennium Development Goals (MDGs), which PepsiCo firmly supports, and which forms the backdrop for many of their community initiatives.

Water stewardship is a core focus of the company. In the initiative's first year, PepsiCo's beverage businesses reduced water consumption by 9 percent, electricity by 8 percent and fuels by 7 percent on a per unit of production basis. The corporation's foods businesses reduced water consumption by 6 percent, electricity by 3 percent and fuels by 3 percent. All are on track to achieve their 2015 targets.

Earlier this year, PepsiCo became the first company in its league to formally recognize water as a human right, and commit to preserving this right. "You cannot de-couple the many elements of the water crises with which the world is

faced," said Bena. "Water sits squarely at the intersection of agriculture and food security, global health, and even education and gender empowerment in developing economies. We need to solve the problems comprehensively, and conservation is one very important part of the solution."

Bena speaks with authority on the topic, serving as chairman of American Beverage Association's Water Resources Committee, chairman of the International Society of Beverage Technologists Emerging Scientific Interests Subcommittee, and Subcommittee for Sustainable Development. He serves on the Public Health Committee of the Safe Water Network, a not-for-profit organization for which PepsiCo was a founding member that facilitates access to safe drinking water in developing countries. Bena is also a member of the Water Core Working Group of the World Business Council for Sustainable Development (WBCSD), and the World Economic Forum's Water Planning Board.

PepsiCo believes collaboration is vital, as evidenced by their endorsement of the United Nations CEO Water Mandate—companies across multiple sectors banding together with the common objective of helping to solve the worldwide water crisis. Bena added, "The water crisis is real, and is not just a problem for developing countries. It's a problem in our own back yard. A child dies every 15 seconds globally from a water-related illness, and that is a problem that needs to be solved; there is no debate."

About WaterSmart Innovations

Presented by the Southern Nevada Water Authority (SNWA) in conjunction with the U.S. Environmental Protection Agency's (EPA) WaterSense Program, WaterSmart Innovations is a non-profit event that serves to broaden knowledge of innovations in urban water efficiency and water conservation including products, programs and outreach. More information is available at www.WaterSmartInnovations.com.

"Early bird" conference registration is available through July 16 at a discounted rate of \$330, available through the conference's Web site, www.WaterSmartInnovations.com. After July 16, full conference registration will increase to \$390. WaterSmart Innovations will be held at the South Point Hotel and Conference Center, at the south end of the famed Las Vegas Strip.

For more information, including a complete list of partners and sponsors, visit www.WaterSmartInnovations.com.

About PepsiCo

PepsiCo is one of the world's largest food and beverage companies, with 2008 annual revenues of more than \$43 billion. The company employs approximately 198,000 people worldwide, and its products are sold in approximately 200 countries. Its principal businesses include: Frito-Lay snacks, Pepsi-Cola beverages, Gatorade sports drinks, Tropicana juices and Quaker foods. The PepsiCo portfolio includes 18 brands that generate \$1 billion or more each in annual retail sales. PepsiCo's commitment to sustainable growth, defined as Performance with Purpose, is focused on generating healthy financial returns while giving back to communities the company serves. This includes meeting consumer needs for a spectrum of convenient foods and beverages, reducing the company's impact on the environment through water, energy and packaging initiatives, and supporting its employees through a diverse and inclusive culture that recruits and retains world-class talent. PepsiCo is listed on the Dow Jones Sustainability North America Index and the Dow Jones Sustainability World Index. For more information, please visit www.pepsico.com.

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