

FOR IMMEDIATE RELEASE

April 1, 2010

**NEW NATIONAL GIRLS SOFTBALL DIVISION ADDED IN
2010 AQUAFINA MAJOR LEAGUE BASEBALL PITCH, HIT & RUN PROGRAM**

Program to Reach Over 600,000 Youth in 2010

Major League Baseball Properties and Aquafina today announced the 2010 Aquafina Major League Baseball Pitch, Hit & Run, the “Official Youth Skills Competition of Major League Baseball,” is underway with over 4,000 competitions planned to take place across North America. For the first time, a nationwide Girls Softball Division has been incorporated into the existing Aquafina Major League Baseball Pitch, Hit & Run program. The youth skills program will reach more than 600,000 boys and girls between the ages of seven and 14, providing an integrated competition that recognizes individual excellence in core baseball and softball skills. Aquafina, the “Official Bottled Water of Major League Baseball,” is in its third year sponsoring the grassroots program following its sister brand, Pepsi, the “Official Soft Drink of Major League Baseball,” which was the title sponsor between 2002 and 2007.

The Aquafina Major League Baseball Pitch, Hit & Run program is also a key component of the active role Major League Baseball is taking to support the White House Anti-Obesity Campaign introduced by First Lady Michelle Obama earlier this year. This nationwide campaign is designed to unite and inspire families to take real and sustained actions to eat better, be more active, and make a commitment to embracing healthier lifestyles.



Pitch, Hit & Run (PHR) invites youth to demonstrate their skills, competing in pitching, hitting and running abilities. PHR participants can advance through four levels of competition, beginning at the local level, which can be hosted by organizations, leagues, or volunteers within a community, and continuing through sectional and team competitions. All 30 MLB Clubs will host team championships at their ballparks on weekends from May 29 through June 27. The top competitors nationwide from each age group (7-8, 9-10, 11-12 and 13-14) will advance to the 2010 Aquafina Major League Baseball Pitch, Hit & Run National Finals during MLB All-Star Week in Anaheim, CA. The addition of the Girls Softball Division will give young girls the opportunity to be awarded and advance separately through all four levels of competition, including the 2010 National Finals.

"Major League Baseball is thrilled that we will reach over 600,000 youth across the nation to aid in their development of strong skills and healthy lifestyles," said John Brody, Senior Vice President, Corporate Sales and Marketing, Major League Baseball. "While Pitch, Hit & Run has always invited young girls to participate, this expansion to a truly national girls program is a tremendous way to grow the game among young girls for years to come. We sincerely thank Aquafina for their support of the program's mission to give our youth opportunities to build lasting skills that they can use both on and off the field."

"We are proud to support young athletes while also encouraging them to remain active and develop their skills through the Aquafina Major League Baseball Pitch, Hit & Run initiative," said Jeff Dubiel, Vice President of Sports Marketing, Pepsi-Cola North America Beverages. "It is our hope that the addition of the Girls Softball Division will attract more young girls to participate and pursue their dreams on the field."

This is the 14th year MLB has run a youth skills program. Information regarding dates, times and locations of local competitions as well as entry forms and other materials for the 2010 Aquafina Major League Baseball Pitch, Hit & Run initiative are available online at www.MLB.com/PHR

About Aquafina

Aquafina (www.aquafina.com) is a product of PepsiCo Beverages Americas (PBA). In addition to Aquafina, PBA's brands include the Pepsi, Mountain Dew, Sierra Mist and Mug trademarks. PBA is a division of PepsiCo, which offers the world's largest portfolio of billion-dollar food and beverage brands, including 19 different product lines that each generates more than US\$1 billion in annual retail sales. Our main businesses – Frito-Lay, Quaker, Pepsi-Cola, Tropicana and Gatorade - also make hundreds of other nourishing, tasty foods and drinks that bring joy to our consumers in more than 200 countries. With annualized revenues of nearly US\$60 billion, PepsiCo's people are united by our unique commitment to sustainable growth, called Performance with Purpose. By dedicating ourselves to offering a broad array of choices for healthy, convenient and fun nourishment, reducing our environmental impact, and fostering a diverse and inclusive workplace culture, PepsiCo balances strong financial returns with giving back to our communities worldwide. In recognition of its continued sustainability efforts, PepsiCo was named for the third time to the Dow Jones Sustainability World Index (DJSI World) and for the fourth time to the Dow Jones Sustainability North America Index (DJSI North America) in 2009. For more information, please visit www.pepsico.com.

About Major League Baseball Properties

The Major League Baseball Clubs formed Major League Baseball Properties (MLBP) in 1966 as the Clubs' agent for marketing and trademark licensing and protection. Major League Baseball Properties is responsible for managing consumer licensing activities, developing national advertising campaigns, cultivating sponsorship opportunities with major consumer brands and corporations, growing the game and the business of baseball outside the United States and creating national marketing programs in conjunction with Clubs, broadcast rightsholders and national sponsors. MLBP also operates a full-service video and audio production unit (Major League Baseball Productions), a publishing division and stock photo licensing agency, and manages logistics for the All-Star Game and World Series as well as all other special events. For more information on Major League Baseball, log on to www.MLB.com.

###

Contact: Lauren Verrusio, Major League Baseball, (212) 931-7607, Lauren.Verrusio@MLB.com
Nicole Bradley, Pepsi, (914) 253-2964, nicole.bradley@pepsi.com