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## **PEPSI-COLA AND SIERRA MIST SUIT UP FOR THE SUPER BOWL**

### ***THREE NEW SIERRA MIST COMMERCIALS PREMIERE ON SUPER SUNDAY***

#### ***Pepsi-Cola Presents Super Bowl Halftime Show Starring Prince***

**PURCHASE, N.Y., January 30, 2007** – The country's biggest sporting event will feature two of the country's most popular beverage brands as Pepsi and Sierra Mist share the spotlight on Super Bowl XLI, February 4 on CBS. Pepsi-Cola will present the Super Bowl Halftime Show starring music superstar Prince and Sierra Mist will debut three new spots from its popular "It's That Refreshing" campaign.

#### **SIERRA MIST SUPER BOWL COMMERCIALS**

It will be a Sierra Mist Super Sunday when Pepsi's lemon-lime soft drink returns to the Super Bowl after scoring one of the top commercials in last year's game. The Sierra Mist comedy troupe, led by Michael Ian Black and Jim Gaffigan, continue their high jinks in three new ads that will debut in the first two quarters of the game.

A brief description of two of the commercials follows:

- **Sierra Mist – "Karate" (:30)**  
A spirited student in a karate class explains what he'd do to someone who tries to take his Sierra Mist.
- **Sierra Mist – "Hospital" (:30)**  
A hospital patient has a hard time getting a sip of his Sierra Mist.

"Music and comedy will once again be the key players in our Super Bowl game plan," said Cie Nicholson, SVP and chief marketing officer for Pepsi-Cola North America. "Pepsi has become intrinsically linked with music and the Sierra Mist ads are all about big laughs. Two of our biggest brands will get the attention they deserve on the most-watched television event of the year."

## **PEPSI SUPER BOWL HALFTIME SHOW**

While this marks the 21<sup>st</sup> straight year Pepsi has advertised on the Super Bowl, this is the first time it has sponsored the Super Bowl Halftime Show. In honor of this event, Pepsi is running one of the biggest promotions in its history. One person will win a special-edition Pepsi Super Bowl can crafted from sterling silver and inlaid with diamonds, rubies, and sapphires that is estimated to be worth \$100,000. The grand prize also includes two Super Bowl tickets for life.

Consumers log onto [www.SuperBowl.com/Pepsi](http://www.SuperBowl.com/Pepsi) to learn how to register and receive their own unique code. The winning code will be broadcast immediately following the Pepsi Halftime Show.

## **About Pepsi-Cola North America**

Purchase, N.Y.-based Pepsi-Cola North America ([www.pepsi.com](http://www.pepsi.com)) is the refreshment beverage unit of PepsiCo, Inc., in the United States and Canada. Its U.S. brands include Pepsi, Diet Pepsi, Jazz, Pepsi ONE, Wild Cherry Pepsi, Diet Pepsi Vanilla, Mountain Dew, Diet Mountain Dew, Mountain Dew Code Red, Mountain Dew LiveWire, Sierra Mist, Sierra Mist Free, Mug, Tropicana Twister Soda, Aquafina, Aquafina FlavorSplash, Aquafina Sparkling, Quaker Milk Chillers, Ben & Jerry's MilkShakes, Dole and Ocean Spray single-serve juices, Tropicana Juice Drinks, IZZE and SoBe. The company also makes and markets North America's best-selling ready-to-drink iced teas and coffees, respectively, via joint ventures with Lipton and Starbucks.

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