



TENNIS CHAMPION MARIA SHARAPOVA A PERFECT MATCH FOR GATORADE® AND TROPICANA®

Top-Ranked Superstar to Become First International Tennis Ambassador to Promote Healthy Hydration and Nutrition Habits to Consumers Around the World

Purchase, N.Y., 3 January, 2007 - As the 2007 women's tennis tour begins, PepsiCo International announces a partnership with Maria Sharapova, the defending U.S. Open champion. Sharapova will be featured in global marketing campaigns for PepsiCo's Gatorade and Tropicana brands to help consumers adopt healthy hydration and nutrition habits. This partnership is the first that Sharapova has signed since winning the U.S. Open last year, her second Grand Slam title.

Understanding that staying healthy requires an active lifestyle and making the right nutritional choices, PepsiCo is committed to offering options for every beverage occasion. Sharapova's healthy lifestyle embodies the essence of the Gatorade sports drink and Tropicana juice brands and makes her ideal for this new role.

To kick-off the relationship, Sharapova will participate in a variety of advertising and promotional activities around the world. As the first tennis player to represent the brands globally, she joins a long list of the world's best athletes in the Gatorade family. She will star in a Gatorade ad that will launch in early 2007 and will also lead a global hydration education campaign. At the same time, new Gatorade packaging featuring the tennis star will launch in Italy and Australia during the first Grand Slam tournament of the year.

Sharapova's Tropicana role is a natural extension of the brand's Roland Garros French Open sponsorship. She will first appear in promotional efforts throughout Europe; additional activities around the globe will follow.

Fuel for On the Court

Gatorade is the most researched sports drink in the world, based on continued studies conducted by the Gatorade Sports Science Institute (GSSI). Gatorade is scientifically formulated to help athletes and active people stay hydrated to ensure peak performance. It has carbohydrates to give working muscles more energy to help fight fatigue and electrolytes like sodium and potassium to help replace what is lost in sweat.

In Spring 2007, Sharapova will also visit the laboratories of the Gatorade Sports Science Institute, located in Barrington, Illinois (USA), to undergo testing that will help her enhance her personal hydration strategy.

"I know that staying hydrated can help me play at my best," said Sharapova. "Gatorade's heritage is all about science, so I'm really looking forward to meeting with the GSSI scientists to make sure I'm doing everything I can to prevent dehydration and stay on top of my game."

Nutrition and Vitality Off the Court

"Fruit and fruit juices also play an important role in my balanced diet," Sharapova added. "Tropicana makes it easy to bring vitality and nutrition to my day."

-more-

Maria Sharapova Signs New Agreement with Gatorade and Tropicana/page 2

Drinking orange juice every morning is one of the healthiest habits anyone can adopt. Tropicana orange juice provides essential nutrients that provide many health benefits – it is a good source of potassium and an excellent source of Vitamin C. Tropicana is the world's number one juice brand.

“Not only is Maria Sharapova one of the world's best athletes, but she exemplifies a healthy lifestyle both on and off the court,” said Ron Coughlin, senior vice president and chief marketing officer of PepsiCo International. “We know she will be a tremendous ambassador for both Gatorade and Tropicana, encouraging consumers to stay active and helping them understand how to make healthy choices throughout the day.”

About Maria Sharapova

Currently the number two-ranked female tennis champion in the world, Maria Sharapova quickly ascended to the top becoming the youngest player to win a title on the WTA Tour in 2003 and the third-youngest Wimbledon Champion in 2004. A hard-working and dedicated athlete, Sharapova finished 2006 with five WTA Tournament wins, including the U.S. Open. Additional information about Maria Sharapova can be found at www.mariasharapova.com.

About Gatorade

Gatorade, the world's leading sports drink brand, is backed by 40 years of research. Gatorade is scientifically formulated and proven to quench thirst, replace fluids and electrolytes and provide carbohydrate energy to enhance athletic performance. Gatorade is the official sports drink of numerous professional and amateur athletes, sports teams, leagues, and events throughout the world. For more information on Gatorade and the science of hydration visit www.gatorade.com and www.gssiweb.org.

About Tropicana Products, Inc.

Tropicana Products, Inc., a division of PepsiCo, Inc., is the leading producer and marketer of branded fruit juices. Tropicana markets its products under a variety of brand names, including the Tropicana Pure Premium® not-from-concentrate line of juices and the fortified Tropicana Essentials line. Tropicana is an official supplier of the Roland Garros French Open, one of the Grand Slam tournaments.

Contact:

1-800-88-GATOR or www.gatorade.com

###