

PepsiCo's Frito-Lay unit becomes first major corporate sponsor of Women In Trucking

June 1, 2009

Plover, WI: Women In Trucking (WIT) Association is pleased to announce a partnership with Frito-Lay North America, a business unit of PepsiCo, as its first major corporate level sponsor. Frito-Lay will be recognized as a Gold Level member and will work with Women In Trucking to further its quest to bring and to advance more women into all areas of transportation.

"Frito-Lay has a long history of successful diversity and inclusion programs that are a key part of its culture and results," said Mark Rousseau, national logistics manager, Frito-Lay North America. "We believe that Women In Trucking's mission to encourage and support women in this industry aligns with our corporate commitment, and we are pleased to be the first to step forward as a major partner."

In its short history, Women In Trucking Association has helped hundreds of women and men through mentoring, networking, educating and celebrating its members. "The support of Frito-Lay will allow us to reach more women and to increase the visibility of women behind the wheel, under the hood and in the corporate office," said Ellen Voie, founder and President/CEO of Women In Trucking. "Frito-Lay will always be recognized as the company that launched our association to the next level of influence for future women in transportation" Voie added.

Frito-Lay North America is the \$12 billion convenient foods business unit of PepsiCo (NYSE: PEP), which is headquartered in Purchase, N.Y. In addition to Frito-Lay, PepsiCo business units include Pepsi-Cola, Quaker Foods, Gatorade and Tropicana. Learn more about Frito-Lay at the corporate website www.fritolay.com, and the Snack Chat blog, www.snacks.com.

Women In Trucking Association was formed in March 2007 as a nonprofit corporation dedicated to encourage women to explore career opportunities in the trucking industry, to minimize any obstacles that might keep women from succeeding, and to celebrate the success of those already working in the trucking industry. Membership is not limited to women, but anyone who supports its mission. Visit www.WomenInTrucking.org for more information or to become a member.