

Pepsi Bottling Ventures Partners with Amalgamated Sugar Company to produce "Throwback"

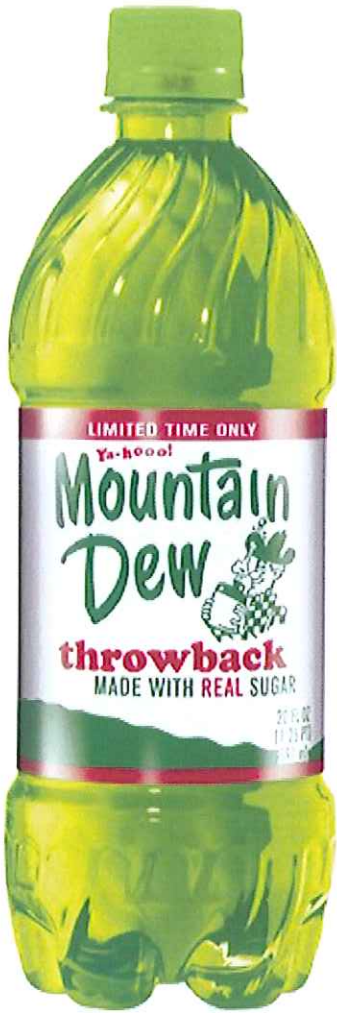
Nampa, ID...August 6, 2010...Pepsi Bottling Ventures, LLC (PBV) today announced that it will produce Pepsi and Mountain Dew Throwback sweetened with 100% pure sugar from the Boise-based Amalgamated Sugar Company. The company will begin distributing the product to local retail outlets this week.

Throwback has proven to have broad appeal, attracting Millennials who find all things retro appealing, and to Boomers who long for the 'good old days'. The retro packaging and formula continue to satisfy interest in soft drinks sweetened with 100% pure sugar. Pepsi and Mountain Dew Throwback are proven winners. This launch and partnership will provide system and consumer excitement throughout the Idaho markets.

"We are very excited about launching Throwback into our lineup next week," said Tim McGee, Vice-President and General Manager for PBV Idaho. "Additionally, we are very close to securing approval from the Idaho Agricultural commission, which will create even more excitement in a local Idaho product. All natural, pure sugar-sweetened products are increasingly popular, and supporting Idaho agriculture not only helps our local farmers, but also creates great local brand relevance as well. We will literally be buying sugar from our neighbors across the street here in Nampa to manufacture these products."

Pepsi Bottling Ventures, LLC (www.pepsibottlingventures.com<<http://www.pepsibottlingventures.com>>) is the nation's largest independent Pepsi bottler, operating 27 manufacturing, distribution, and sales facilities and serving over 8 million consumers in North Carolina, New York, Delaware, Maryland, Virginia, Vermont, and Idaho. PBV is headquartered in Raleigh, North Carolina.

The Amalgamated Sugar Company LLC is grower owned by the Snake River Sugar Company. Over 800 members of Snake River Sugar Company grow sugar beets on approximately 180,000 acres. Amalgamated owns and operates three sugar factories located in Paul, Twin Falls and Nampa, Idaho. Amalgamated employs over 1,300 full-time employees and 650 seasonal employees. The sugar beet industry has an approximately \$1.1 billion annual economic impact in Idaho.





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