

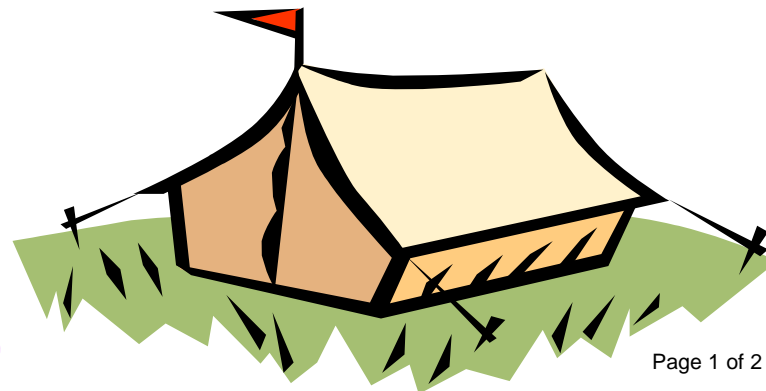
2010 PEPSICO FOODSERVICE CAMP PROGRAM



The 2010 PepsiCo Camp Program extends from May 15, 2010 to September 5, 2010 for qualified orders. Program is designed for products purchased through Foodservice Distributors only. Submit proof of eligibility and performance by sending in Foodservice invoices by 9/30/2010 for prompt processing and a rebate check will be sent to you within 8 weeks of receipt.

Items That Qualify Are:

Frito Lay® Single Serve products				
SS 104ct	\$3.12/case	Naked Juice® 15.2oz	\$1.28/case	
SS 88ct	\$2.64/case	Gatorade® All Stars	\$6.08/case	
SS 72ct	\$2.16/case	Propel® Fitness Water 12 oz.	\$6.08/case	
SS 60ct	\$1.80/case	Gatorade® Thirst Quencher Variety Pack(#03944)	\$5.00/case	
Frito Lay® Bulk (including Stacy's)	\$0.25/case	Gatorade® Thirst Quencher Bag in the Box 3gal	\$3.00/case	
Grandma's® Cookies	\$1.20/case	Gatorade® Thirst Quencher 20 oz.	\$1.60/case	
Frito Lay® Crackers 144ct	\$1.44/case	G2™ 20 oz.	\$1.60/case	
Frito Lay® 30ct Variety Pack	\$1.00/case	Propel® Fitness Water 500 mL	\$1.60/case	
Frito Lay® 50ct Variety Pack	\$1.50/case	Aunt Jemima® Pancake Mix 6-5 lb	\$2.00/case	
Oberto® Bites 48/0.7oz	\$1.00/case	Aunt Jemima® Pancake AJ Syrup 12-12oz.	\$2.00/case	
Quaker® Breakfast Squares 125ct	\$2.50/case			
Quaker Chewy® Granola Bars 120ct	\$2.40/case			
Quaker Chewy® Simple Harvest	\$2.40/case			
Quaker® Breakfast Bars 96ct	\$1.92/case			
Quaker® Breakfast Bites 36ct	\$1.00/case			
Quaker® Bulk Pack Cereal	\$5.00/case			
Quaker® Oatmeal 42oz or 47oz Tubes	\$3.00/case			
Quaker® Instant Oatmeal Packs 1.0/1.5 oz	\$1.50/case			



2010 PEPSICO FOODSERVICE CAMP PROGRAM

Requirements:

- Camp Program is only valid for shipments from May 15, 2010 through September 5, 2010 from a foodservice distributor.
- Camp Program is only permitted for camps that are located in the following states: ME, NH MA, RI, CT, VT, NY, NJ, PA, MD, DE, VA, WV, ND, SD, MN, IA, MO, WI, IL, IN, OH, MI, KY, and SC.
- Must attach Foodservice Distributor Invoice to the completed form below.
- Billback must detail the camp name, camp location including state, specific sku, shipment dates and cases sold.
- Camp Program Allowances are NOT valid with any other Operator/Distributor/National rebate or allowance program.
- No deductions for payments allowed. Please allow 4-6 weeks for payment.
- Pepsico reserves the right to refuse payment if Distributor fails to adhere to the performance requirements.

PAYMENT REQUEST FORM ATTACH COPY OF FOODSERVICE DISTRIBUTOR INVOICE

Camp Name: _____

Address: _____

City, State, Zip: _____

Contact Name and Phone Number: _____

Foodservice Distributor: _____



PEPSICO

FOODSERVICE



Submit this form along with Proof of Purchase (Distributor's invoice) to:

Frito Lay – Rita Richardson

Attn: 2010 Camp Program

7701 Legacy Drive #3C-263

Plano, TX 75024

Must be postmarked by October 31, 2010