



**FOR IMMEDIATE RELEASE**

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**PathPoint Consulting to Support Sales Force Optimization Study at PepsiAmericas**

NORFOLK, Massachusetts – (May 1, 2006) – PathPoint Consulting, an organizational development and human resources consulting firm, announced that PepsiAmericas has engaged PathPoint to support the company’s effort to optimize its field sales force and management structure and to develop core business and decision processes for implementation in the new structure.

In this assignment, PathPoint will work with the company’s senior leadership team to define the scope of work and manage an RFP process to select a strategic consulting partner. After project initiation, PathPoint will continue to play a strategic advisory role throughout the assessment, design, and implementation stages.

“We are excited to launch this work with PepsiAmericas, as they find ways to optimize their organization to continue delivering business results,” says Van Latham, Ph.D., Practice Leader at PathPoint. “We look forward to this long-term assignment and partnering with PepsiAmericas on this important project.”

**About PepsiAmericas**

PepsiAmericas is the world's second-largest manufacturer, seller and distributor of PepsiCo beverages with operations in 19 U.S. states, Central Europe and the Caribbean. PepsiAmerica’s vision is to drive shareholder value by being their customers’ best direct supplier of exciting beverage and fun food brands by delivering an expanded portfolio of dynamic brands, growth to customers and channels, consistent and superior execution, and a customer-focused and cost effective supply chain. PepsiAmericas strives to achieve their vision with engaged and capable employees who operate with the company’s culture of accountability, integrity, respect, teamwork and PASsion. For more information on PepsiAmericas, please visit the company's web site at [www.pepsiamericas.com](http://www.pepsiamericas.com).

**About PathPoint Consulting Incorporated**

PathPoint Consulting is a human resources firm specializing in the custom design of leadership and organizational development products, interventions, and solutions. PathPoint works with clients to deliver high-affinity people solutions that positively impact business performance. Our strength is in linking business and human resources strategy and in the delivery of quality human resources programs. For additional information, including representative work, client portfolio, customer feedback, and biographical sketches, visit [www.pathpointconsulting.com](http://www.pathpointconsulting.com).

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