



FOR IMMEDIATE RELEASE

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PathPoint Consulting Selected by the Pepsi-Cola Company to Conduct Quality of Work Life Research Study

NORFOLK, Massachusetts – July 15, 2004– PathPoint Consulting, an organizational development and human resources consulting firm, announced that Pepsi Cola has selected PathPoint Consulting to conduct a qualitative research study to identify employee-generated solutions to improve work-life balance.

In this assignment, PathPoint will conduct a series of segmented employee focus group to source work-life balance initiatives for the company to implement as a part of its broader work-life balance and diversity strategy.

“We are pleased to partner with Pepsi as they continue to strengthen their strong culture,” says Van Latham, Ph.D., Practice Leader at PathPoint. “Our research has played a vital role in shaping their diversity and work life balance agendas and we are excited about what discoveries this new round of research will bring.”

About PepsiCola

Pepsi-Cola North America, headquartered in Purchase, N.Y., is the refreshment beverage unit of PepsiCo Beverages and Foods North America, a division of PepsiCo, Inc. PepsiCo Beverages and Foods North America also includes PepsiCo's Tropicana, Gatorade and Quaker Foods businesses in the United States and Canada. Pepsi-Cola North America's carbonated soft drinks, including Pepsi, Diet Pepsi, Pepsi Twist, Mountain Dew, Mountain Dew Code Red, Sierra Mist, and Mug Root Beer account for nearly one-third of total soft drink sales in the United States. For more information visit www.pepsiworld.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.

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