



FOR IMMEDIATE RELEASE

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PathPoint Consulting Selected by Pepsi Americas to Design and Implement an All-Employee Survey

NORFOLK, Massachusetts – August 17, 2004 – PathPoint Consulting, an organizational development and human resources consulting firm, announced that PepsiAmericas has selected PathPoint Consulting to design, develop, and implement the company’s first-ever worldwide all-employee survey.

In this assignment, PathPoint will play a leadership role in designing the survey’s architecture, items, and rating scales. In addition, PathPoint will source and select a data processing vendor, and work with the vendor to perform statistical analyses to ensure the survey’s veracity.”

“Building employee surveys is a core capability of PathPoint,” says Van Latham, Ph.D., Practice Leader at PathPoint. “We look forward to bringing our expertise in this area to PepsiAmericas as they survey employees and take action to create a best-in-class workplace.”

About PepsiAmericas

PepsiAmericas operates in a strong and exciting industry where their products are a part of everyday life. They make, sell and deliver a broad portfolio of Pepsi-Cola core brands, Cadbury beverages and other national and regional brands in 18 U.S. locations as well as Puerto Rico, Jamaica, the Bahamas, Trinidad and Tobago, Poland, Hungary, the Czech Republic and the Republic of Slovakia. In total, the company serves a population of more than 117 million people. For more information visit 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.

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