



FOR IMMEDIATE RELEASE

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PathPoint Consulting Selected by Pepsi Americas to Support the Company's Launch of a New Sales Selection System

NORFOLK, Massachusetts – September 7, 2004– PathPoint Consulting, an organizational development and human resources consulting firm, announced that PepsiAmericas has selected PathPoint Consulting to work with the company in supporting a new on-line selection system for Account Sales Managers.

In this assignment, PathPoint will provide technical selection expertise to PepsiAmericas as the company designs, develops, and validates a pre-employment screening and selection solution for Account Sales Managers. PathPoint will aid in 3rd party vendor selection, and provide technical counsel during the project to Pepsi Americas as well as the selected 3rd party content and on-line vendor.

"A commitment to selling excellence is a part of what makes PepsiAmericas a great anchor bottler," says Van Latham, Ph.D., Practice Leader at PathPoint. "We look forward to working with the company in developing a valid, high-quality pre-employment selection system for this critical sales role."

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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