



**QUAKER LAUNCHES “QUAKER OATS CENTER OF EXCELLENCE”
New Center Focused on Advancing Unique Benefits of the Oat**

Chicago, IL (June 4, 2012) – Today, The Quaker Oats Company, a division of PepsiCo is announcing the creation of The Quaker Oats Center of Excellence – a cross functional entity focused on elevating the relevance and benefits of oats through science, agriculture and innovation. For more than 130 years Quaker has been a leader in helping nourish families through great-tasting oat-based products. The Center is part of Quaker’s commitment to uncovering new benefits and applications of this unique grain to help people optimize their health and inspire well-being.

“Oat science has already revealed important benefits such as heart health and satiety, but we’ve only scratched the surface when it comes to the power of the oat and all it can do,” said Marianne O’Shea, Ph.D., Director, Quaker Oats Center of Excellence. “As consumers are seeking easy, delicious and sustainable ways to achieve these benefits through their diets, it is more important than ever that we focus on complementary oat research and innovation.”

A growing body of science has linked whole grain oats to a variety of benefits from heart health to digestive health. Research by the Center will continue to investigate the benefits of oats, while enabling product development partners to translate these benefits into convenient and tasty solutions for consumers. In addition, oats can help address the whole grain deficit in the American diet. The 2010 Dietary Guidelines for Americans recommend at least half of the grains consumed are whole grains, but many people are still not eating enough each day. In fact, according to the Whole Grain Council, the average American eats less than one daily serving of whole grains, and some studies show that more than 40 percent of Americans never eat whole grains at all.

Beyond the documented consumption benefits, oats are unique in providing environmental advantages: Oats help save soil by minimizing erosion and requiring less tilling, preserving water as they flourish with less water than most crops and helping protect the earth by reducing the need for herbicides by developing a dense cover that shades competing weeds. In addition, Quaker Oats by-products are used as a renewable energy source instead of coal at The University of Iowa. The agricultural sustainability of the oat will be another area explored by the Center.

The Center will maintain an Advisory Board comprised of experts in nutrition science, agricultural science and sustainability, product innovation and consumer insights.



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About The Quaker Oats Company*

The Quaker Oats Company, headquartered in Chicago, is a unit of PepsiCo, Inc., one of the world's largest consumer packaged goods companies. For more than 130 years, Quaker's brands have served as symbols of quality, great taste and nutrition. Holding No. 1 positions in their respective categories, Quaker Oats, Quaker Rice Cakes and Quaker Chewy Granola Bars are consumer favorites. For more information, please visit www.QuakerOats.com. Follow Quaker Oats on Facebook and Twitter.

About PepsiCo

In its global portfolio of food and beverage brands, PepsiCo has 22 different brands that generate more than \$1 billion each in annual retail sales. Our main businesses also make hundreds of other enjoyable foods and beverages that are respected household names throughout the world. With net revenues of over \$65 billion, PepsiCo's people are united by our unique commitment to sustainable growth by investing in a healthier future for people and our planet, which we believe also means a more successful future for PepsiCo. We call this commitment Performance with Purpose: PepsiCo's promise to provide a wide range of foods and beverages for local tastes; to find innovative ways to minimize our impact on the environment, including by conserving energy and water usage, and reducing packaging volume; to provide a great workplace for our associates; and to respect, support, and invest in the local communities where we operate. For more information, please visit www.pepsico.com.

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