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DORITOS CELEBRATES YOUNG PEOPLE'S PASSION FOR POSITIVE CHANGE

*This Year's BR!CK Award® Winners and Finalists
Will Share Their Inspirational Stories on Bags of Doritos Chips*

Plano, Texas (April 13, 2007) — After young leaders who took action to make positive changes in their communities and around the world were honored at last evening's BR!CK Awards®, the Doritos brand today announced it will recognize these inspirational individuals by sharing their stories with millions on bags of Doritos tortilla chips. The new Doritos packaging, which will be available nationally next month, will feature a photograph and profile of each BR!CK Award winner and finalist.

The BR!CK Awards are the premiere national award given to young change-makers who have committed themselves to making a difference in the world. These young people are honored in four categories: public health, community building, education & environment and global impact. It is the only televised award show about changing the world.

“We know young people today want to make a difference in the world, and they have a voice to be heard,” said Ann Mukherjee, vice president, marketing, Frito-Lay. “Doritos recognizes that this voice is only as loud as the stage they are given and that's why Doritos is providing these inspirational young people with a creative outlet to share their stories.”

The BR!CK Award winners were announced during the 2007 BR!CK Awards event, which aired nationally last evening on The CW network. Each BR!CK Award winner will receive a \$10,000 community grant to continue his or her work while four of the winners received an additional \$15,000 grant as GOLDEN BR!CK winners. A full list of the BR!CK Award winners and finalists is available at www.BRICKAwards.com.

“It doesn't matter how rich or famous you are, the only way to get your mug on a bag of Doritos tortilla chips is do something amazing. These kids rock. They are like do-good Olympians,” said Nancy Lublin, CEO of the BR!CK Awards.

Celebrating these award winners on bags of Doritos tortilla chips is part of the brand's commitment to recognizing the power and passion of young people today. Earlier this year, the Doritos brand aired two consumer-created commercials during Super Bowl XL as part of the Doritos “Crash the Super Bowl” challenge. These two ads kicked-off the first-ever consumer-created Doritos television ad campaign, in which all five of the Doritos “Crash the Super Bowl” finalists' ads aired on national television.

The Doritos brand is a trademark of Frito-Lay North America, the \$10 billion convenient foods division of PepsiCo, which is headquartered in Purchase, NY. In addition to Frito-Lay, PepsiCo divisions include Pepsi-Cola, Quaker Foods, Gatorade, and Tropicana.

The BR!CK Awards honor social change makers and community action tycoons under the age of 25. Young people making a difference in the community can learn more and apply for next year's BR!CK Awards at www.BRICKAwards.com.

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