



News Release

Pepsi joins CONNECTEDSIGN, LLC's growing customer roster

Lancaster, Pennsylvania, U.S.A, January 7, 2008: Connectedsign, a leading integrator of Digital Signage systems is proud to announce that Pepsi-Cola Company, a division of PepsiCo, Inc. (Pepsi-Cola) the refreshment beverage unit of PepsiCo Beverages and Foods North America, a division of PepsiCo, Inc. has joined CONNECTEDSIGN's extensive customer network.

Loren Bucklin, CONNECTEDSIGN President says: "Our job as integrators is to work within the client's culture and create recommendations that make Digital Signage a complete and fully usable system, a system that fits within our client's work processes and utilizes all the benefits available. Pepsi looked to us to design and deploy a scalable solution that was easy to use. We installed Navori Tycoon Enterprise software and the Pepsi staff was able to begin fully using it within a few hours."

Jerome Mori, CEO Navori, SA adds: "The Pepsi company is a classic example of an internal communications deployment. Navori Tycoon Enterprise version 3.04 is the perfect solution for Pepsi."

About CONNECTEDSIGN

CONNECTEDSIGN has over twelve years of experience planning, deploying and managing digital sign systems and kiosk networks. CONNECTEDSIGN provides an end-to-end solution for businesses that are serious about using Digital Signage in their operations. Digital Signage systems are in use in retail, hospitality, education and corporate communications operations as well as emergency messaging and various other functions.

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About Pepsi

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 comprises 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.