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PEPSI, SHOPRITE AND THE YMCA PARTNER TO CREATE A SAFE HAVEN FOR  
TEENS AND FAMILIES IN WEST PHILADELPHIA

*Plans for “Strong Families; Strong Children; Strong Communities”...Let’s Be Safe initiative  
will be unveiled on August 30<sup>th</sup> at the West Philadelphia YMCA*

PHILADELPHIA – August 24, 2007 – All children deserve a chance to succeed, and for many, it is just a matter of finding a safe, productive and supportive environment that reinforces values such as honesty, respect, responsibility and caring for one another. That’s why the YMCA of Philadelphia & Vicinity has partnered with The Pepsi Bottling Group (NYSE: PBG) and Brown’s Super Stores Inc., a ten store ShopRite to introduce “The Pepsi Family Room...presented by ShopRite” on **Thursday, August 30, 2007 at 10:30 AM at the West Philadelphia YMCA, located at 5120 Chestnut Street in Philadelphia.**

“The Pepsi Family Room...presented by ShopRite” is the first step in the *Strong Families; Strong Children; Strong Communities...Let’s Be Safe* initiative. The purpose is to develop a city wide plan that provides support to youth and families in communities that are struggling with excessive violence. The room will be designed and created to attract residents in

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the West Philadelphia area to utilize the YMCA as a facility providing vital services to the local community. Programs such as mentoring, After School Study, educational and professional support, community gatherings and teen discussion sessions will all take place in the new room. “The YMCA of Philadelphia & Vicinity is pleased to partner with The Pepsi Bottling Group and ShopRite in an initiative that improves the quality of life for at-risk youth who live in the West Philadelphia area.” said John Flynn, CEO of the YMCA of Philadelphia & Vicinity. “The Pepsi Family Room presented by ShopRite will provide a safe and supportive environment that facilitates positive youth development.”

“The Pepsi Bottling Group is proud to support the YMCA and this important community initiative in Philadelphia,” said Dave Fitts, Vice President and General Manager, Delaware Valley Market Unit. “In providing a safe haven for our youngsters to grow strong socially, intellectually and recreationally we are securing a better future for all.”

The Pepsi Bottling Group Foundation will be making a \$25,000 kickoff donation in support of the *Strong Families; Strong Children; Strong Communities...Let's Be Safe* program, as part of the Foundation's ongoing focus on youth development and diversity initiatives. Through its PBG WINs – We Are Involved Neighbors – program, the PBG Foundation will provide further grants in recognition of PBG employees who volunteer with the YMCA in support of this program.

"Brown's Family ShopRite is proud to present the Pepsi Family Room at the West Philadelphia YMCA,” said Paul Brauer, Director of Human Resources and Community Affairs for Brown's Super Stores of ShopRite. “We continue to strive to bring joy to people's lives with a well recognized commitment to the communities where we do business. While it is very important to bring value and clean stores to our customers for their grocery shopping, it is equally important to us to give back to our customers. We are excited about our partnership over many years with Pepsi and the YMCA and are convinced that this new joint effort will be a model for the future.”

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On **Thursday, August 30, 2007**, community members, state and city officials will gather at the West Philadelphia YMCA, 5120 Chestnut Street, as representatives from The Pepsi Bottling Group, ShopRite and the YMCA unveil their plans for the *Strong Families; Strong Children; Strong Communities...Let's Be Safe* initiative and introduce plans for the "The Pepsi Family Room...presented by ShopRite. The festivities will kick off at 10:30AM with live entertainment by local teens. The program will also include remarks by Philadelphia Police Commissioner Sylvester Johnson, Senator Anthony Williams, State Representative James R. Roebuck, State Representative Ronald Waters, a tour of the facility and a reception.

### **About The YMCA of Philadelphia & Vicinity**

The YMCA of Philadelphia & Vicinity serves more than 52,000 members and 140,000 individuals a year through ten branch locations and 55 program sites in Philadelphia, Montgomery and Delaware counties. In each community it serves, the YMCA is a vital home-away-from home for its members, a link to positive values and a place that strengthens minds, bodies and spirits through programs including: child care and Head Start, summer camp, youth sports, aquatics, YMCA Achievers, water aquasize, adult literacy and more. Throughout the Y, an emphasis is placed on building character through the values of caring, honesty, respect and responsibility. For more information, call 215-963-3700 or visit [www.philaymca.org](http://www.philaymca.org).

### **About the Pepsi Bottling Group**

The Pepsi Bottling Group, Inc. ([www.pbg.com](http://www.pbg.com)) is the world's largest manufacturer, seller and distributor of Pepsi-Cola beverages with operations in the U.S., Canada, Greece, Mexico, Russia, Spain, and Turkey.

### **About Brown's Super Stores Inc. (ShopRite)**

The Company operates 10 ShopRite supermarkets locally with plans to add two additional stores in 2008, including an anchor Supermarket in the newly developed ParkWest Plaza located at 52<sup>nd</sup> and Jefferson in Fairmount Park. The Company's hallmarks are: quality products at reasonable

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prices, along with excellent customer service. In order to deliver *Brown's Customer Service*, we assess each community that we serve, and tailor *Brown's Own Products* that suit each locations demographics and particular needs. In addition, the Company is famous for supporting our local communities on an individualized basis. Finally, our stores are spotlessly clean and modern facilities designed to maximize the shopping experience.