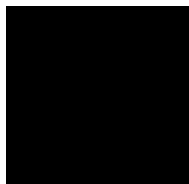


UNITED STATES OF AMERICA  
FEDERAL TRADE COMMISSION  
WASHINGTON, D.C. 20580



Office of the Secretary

September 27, 2010

Mr. Eric A. Croson  
3006 Wild Meadow Drive  
Durham, North Carolina 27705

Re: In the Matter of PepsiCo, Inc., Docket No. C-4301, FTC File No. 091 0133

Dear Mr. Croson:

This is to notify you that the Federal Trade Commission has issued its Decision and Order in In the Matter of PepsiCo, Inc., a copy of which is enclosed. Pursuant to Paragraph III, the Commission hereby appoints you as monitor, with all authority and responsibility necessary to carry out your duties and responsibilities under the Order. Also, the Commission approves the Monitor Agreement that you executed with PepsiCo.

By direction of the Commission, Commissioner Ramirez resigned.

Donald S. Clark  
Secretary

Enclosure

UNITED STATES OF AMERICA  
FEDERAL TRADE COMMISSION  
WASHINGTON, D.C. 20580



Office of the Secretary

September 27, 2010

Deborah L. Feinstein, Esq.,  
Arnold & Porter LLP  
555 Twelfth Street, N.W.  
Washington, D.C. 20004-1206

Re: *Int* *p* *s et* *e No. 091 0133*

Dear Ms. Feinstein:

This is to notify you that the Federal Trade Commission has issued its Decision and Order in *Int* *p*, a copy of which is enclosed. Pursuant to Paragraph III, the Commission appoints Mr. Eric A. Croson as monitor, with all authority and respon