



**FOR IMMEDIATE RELEASE**

**THE PEPSI BOTTLING GROUP SIGNS AGREEMENT  
TO DISTRIBUTE THE O.N.E. BRAND**

***PBG and Catterton Partners Also Make Equity Investment in O.N.E. to Accelerate  
Brand's Growth***

**SOMERS, NY and GREENWICH, CT, September 22, 2009** – The Pepsi Bottling Group, Inc. (NYSE: PBG) today announced that it has signed an agreement with O.N.E. (One Natural Experience), the natural and functional beverages brand company, to distribute O.N.E. beverages in Southern California and South Florida. PBG will begin distribution in the fourth quarter.

In addition, PBG and Catterton Partners, one of the nation's leading consumer-focused private equity firms, also announced that they have each made an equity investment in O.N.E. This equity investment will accelerate the brand's growth and market reach. Financial terms of the distribution agreement and investments were not disclosed.

“Working with PBG and Catterton, O.N.E. will have additional expertise and resources to ensure superior merchandising of O.N.E. products, a significantly expanded distribution network, and the ability to better serve our customers in two of our most important U.S. markets,” said Rodrigo Veloso, Founder/Chief Executive Officer of O.N.E. “PBG and Catterton’s partnership and capital infusion not only provide the company with deep expertise in the beverage industry, but also allows O.N.E. to expand its education campaign about the tremendous health benefits of our beverages. I am certain that we are now well positioned to lead the growth of the fast growing coconut water segment.”

“One of the key drivers of PBG’s success has always been our ability to consistently strengthen and diversify our brand portfolio,” said Rob King, President of PBG North America. “This agreement with O.N.E. gives us access to a strong brand with attractive growth potential in the emerging coconut water segment. We look forward to adding it to our lineup in these two markets.”

**About O.N.E.**

O.N.E. was established in 2005 by Brazilian entrepreneur Rodrigo Veloso to provide consumers with all-natural, functional beverages. O.N.E. launched its first product,

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O.N.E. Coconut Water just three years ago. After the extraordinary success of its first product, O.N.E. has launched several additional SKUs. O.N.E. believes in responsible beverage industry leadership, creating profitable growth in harmony with environmental sustainability and good corporate citizenship. O.N.E. strives to work to promote sustainable business, to establish relationships with local communities from which we are sourcing our products and to serve as an example of Conscious Capitalism in the beverage industry. To learn more about O.N.E.™ go to [onedrinks.com](http://onedrinks.com).

### **About PBG**

The Pepsi Bottling Group, Inc. (NYSE:PBG) is the world's largest manufacturer, seller and distributor of Pepsi-Cola beverages. With approximately 67,000 employees and annual sales of nearly \$14 billion, PBG has operations in the U.S., Canada, Greece, Mexico, Russia, Spain and Turkey. For more information, please visit [www.pbg.com](http://www.pbg.com).

### **About Catterton Partners**

With more than \$2.3 billion under management, Catterton Partners is a leading private equity firm in the United States focused exclusively on the consumer industry. Since its founding in 1990, Catterton has leveraged its investment capital, strategic and operating skills, and network of industry contacts to establish one of the strongest investment track records in the consumer industry. Catterton invests in all major consumer segments, including Food and Beverage, Retail and Restaurants, Consumer Products and Services, and Media and Marketing Services. Catterton has led investments in companies such as Breyers Yogurt, Nature's Variety Pet Food, The Worth Collection, Build-A-Bear Workshop, Cheddar's Restaurants, P.F. Chang's China Bistro, Baja Fresh Mexican Grill, Frederic Fekkai, Wellness Pet Food, Kettle Foods, Odwalla and Heartland Recreational Vehicles. More information about the firm can be found at <http://www.cpequity.com>.

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