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FOR IMMEDIATE RELEASE
Aug. 24, 2004

DFW INTERNATIONAL AIRPORT'S 30TH ANNIVERSARY MARKED ON MILLIONS OF DIET PEPSI CANS

PEPSI PUTS DFW LOGO ON SIX MILLION CANS IN NORTH TEXAS TO COMMEMORATE AIRPORT MILESTONE

DFW INTERNATIONAL AIRPORT, Texas (August 24, 2004) – The Pepsi Bottling Group will commemorate Dallas/Fort Worth International Airport's 30th Anniversary Year by issuing six million cans of Diet Pepsi sporting the DFW logo. The commemorative can will be available throughout North Texas retail locations beginning Labor Day weekend.

"We congratulate our partners at DFW International Airport for 30 years of success and service to travelers and the Metroplex community," said Rick Almquist, Vice President and General Manager for Pepsi Bottling Group's Texas Market Unit. "This Airport has become an institution in North Texas and we look forward to bringing the great taste of Pepsi to DFW visitors for many years to come."



Pepsi began production of 250,000 cases of Diet Pepsi on Tuesday, August 24, and each can features a panel with the DFW logo and the phrase "Celebrating 30 Years of Service, 1974-2004." Pepsi officials joined DFW executives to watch the first cans roll off the production line today, including CEO Jeff Fegan, Chief Operating Officer Kevin Cox, Executive Vice President of Diversity and Administration Linda Valdez Thompson, Vice President of Procurement and Materials Management John White, and Vice President of Public Affairs Ken Capps. The cans will be available to the general public in six-packs, 12-packs and 24-packs.

"We are grateful for Pepsi's support of DFW's 30th anniversary and recognition of our role as the economic engine for North Texas," says Jeff Fegan, chief executive officer of DFW. "As this 30th anniversary year comes to a close, we have enjoyed reflecting on the past and looking forward to the grand openings of International Terminal D, the

Skylink high-speed train and the Grand Hyatt hotel next year. And it will be great to go to the grocery store and see DFW logos on those Pepsi cans just in time for the last hurrah of summer and those holiday barbecues and family get-togethers."



The Airport and Pepsi have enjoyed a business partnership for the last nine years, with Pepsi recognized as the "Official Cola" of DFW International Airport.

Pepsi will also provide samples of the commemorative cans at upcoming DFW events including the North Texas Commission/DFW 30th Anniversary luncheon on August 30 and the September 1 "Endless Summer Bash" for travelers presented by the Airport's Holiday Helpers group.

The cans will be distributed after Labor Day across the North Texas area (Dallas, Fort Worth, East Texas, Lufkin and Waco). Pepsi has previously issued commemorative cans in honor of other North Texas institutions such as Lone Star Park in Grand Prairie, The Science Place in Dallas and the YMCA.

About DFW International Airport

Located halfway between the cities of Dallas and Fort Worth, Texas, DFW International Airport is the world's third busiest, offering nearly 2,000 flights per day and serving 57 million passengers a year. DFW International Airport provides non-stop service to 136 domestic and 32 international destinations worldwide. For the latest news, real-time flight information, parking availability or further details regarding the many services provided at DFW International Airport, log on to www.dfwairport.com.

To arrange interviews, contact Ken Capps, Vice President, Public Affairs at 972-574-8080 or kcapps@dfwairport.com.

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