



March 31, 2004

Mr. Rusty Lucas
Po Box 422
Sandusky, OH 44871

Dear Mr. Lucas:

Thank you for taking the time to contact us recently regarding the problem your friend's pet experienced with our Aquafina product. We apologize for the upset this caused. If you could please contact us at our toll-free number, 1(800) 433-2652, we'd like to discuss the situation with you so we can fully understand what happened.

As I'm sure you understand, Pepsi-Cola produces millions of products every day, so quality control and consumer satisfaction are very important to us. When one of our products does not meet those standards, we take it seriously and try to correct any possible problems.

In order to serve you better, we would appreciate if you would call us during our business hours, Monday through Friday, 9:00 a.m. until 6:00 p.m., Eastern time. When calling, please refer to the number printed at the bottom of this letter. It will help the Representative you speak to quickly identify your file. Finally, if you still have the product you referred to, please do not discard it, it will be useful to us in our ongoing quality assurance efforts.

Thank you for giving us the opportunity to look into this further. We look forward to hearing from you.

Sincerely,

Linda Gromadzki
Manager
Consumer Relations

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