



June 17, 2004

Mr Rusty Lucas
Po Box 422
Sandusky, OH 44871

Dear Mr Lucas:

Thank you for contacting Frito-Lay to suggest your idea for a new product. We are flattered to hear from our consumers, but are disappointed that we are unable to accept your suggestion.

Loyal consumers are extremely valued by all of us at Frito-Lay. Your loyalty to our company and to our products is, in fact, the key to our success. Although we genuinely appreciate your interest in Frito-Lay, we do not want to foster false expectations or misunderstandings as to the origin of an idea. We hope you will understand that we have adopted the policy to not accept unsolicited ideas to preserve good relations with the public, particularly with valuable consumers like you.

Frito-Lay is constantly testing new products to meet our consumers' changing needs and tastes. It is possible that a product similar to your suggestion could be introduced in the future if testing indicates that such a product is in great demand by consumers and meets our high quality standards.

Thank you again for taking the time to contact us about your idea. Please accept the enclosed coupon for the Frito-Lay product of your choice. Should you have additional questions or comments, please call us toll free at 1-800-352-4477 Monday through Friday between 9:00 a.m. and 4:30 p.m. Central Standard Time.

Sincerely,
Consumer Affairs

Enclosure: 1 Free Product Coupon
 1 One Dollar Coupon

46568490

MANUFACTURER'S COUPON EXPIRES 10/31/2004

THIS COUPON GOOD FOR ONE FREE PACKAGE OF ANY FRITO-LAY PRODUCT



TO OUR CUSTOMERS: Coupon good only on indicated product; LIMIT ONE COUPON PER CUSTOMER; COUPON NOT TRANSFERABLE. Any other use constitutes fraud. Customer pays sales tax. **TO OUR DEALER:** Frito-Lay will reimburse the retail price of the product identified on this coupon up to \$3.39 plus 8¢ for handling if submitted in compliance with Frito-Lay redemption policy (copies available upon request). Offer good only in U.S.A. or Puerto Rico. Submissions honored only from retail sellers of our products unless authorized in writing by Frito-Lay, Inc. Cash value 1/20¢. Mail coupons to: Frito-Lay, Inc., CMS Dept. 28400, One Fawcett Drive, Del Rio, TX 78840. Void if copied, and where prohibited, licensed or regulated.

TOSTITOS, LAY'S, GRANDMA'S, SANTITAS, FRITOS, CHEE+TOS, SMARTFOOD, RUFFLES, BAKEN-ETS, FUNYUNS, SUNCHIPS, DORITOS, ROLD GOLD, WOW, and MUNCHOS are registered trademarks used by Frito-Lay, Inc. © 2004 Frito-Lay North America, Inc.

Consumer Name _____ Retail Price of Product _____

THIS COUPON VALID ONLY IF SCANNABLE UPC CODE APPEARS ON BACK OF COUPON.

PCS44339

MANUFACTURER'S COUPON EXPIRES 10/31/2004

THIS COUPON GOOD FOR \$1.00 OFF ANY FRITO-LAY PRODUCT



TO OUR CUSTOMERS: Coupon good only on indicated product; LIMIT ONE COUPON PER CUSTOMER; COUPON NOT TRANSFERABLE. Any other use constitutes fraud. Customer pays sales tax. **TO OUR DEALER:** Frito-Lay will reimburse the face value of this coupon plus 8¢ handling, provided all the terms have been complied with. Submission for reimbursement represents compliance. Offer good only in U.S.A. or Puerto Rico. Submissions honored only from retail sellers of our products unless authorized in writing by Frito-Lay, Inc. Cash value 1/20¢. Mail coupons to: Frito-Lay, Inc., CMS Dept. 28400, One Fawcett Drive, Del Rio, TX 78840. Void if copied, and where prohibited, licensed or regulated.

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