



news release

Pepsi steps up its community involvement by supporting qplex

Quispamsis, NB Thursday, February 11, 2010: It's official – Pepsi Bottling Group has just been named the exclusive beverage provider for the qplex, and sponsor of the Aquafina Walking Track.

“The qplex is a project that is well-aligned with our overall community investment strategy.” says Jonathan Hillier, Director, Food Services - Atlantic Canada for Pepsi Bottling Group. “We are increasingly supporting initiatives that demonstrate a direct impact at the grass roots – qplex is definitely one of those projects.”

Pepsi will be installing power saving vending machines, coolers and fountain equipment throughout the facility as part of their commitment towards reducing its carbon footprint. In addition, the new Aquafina Walking Track will loop around the perimeter of the arena and feature a 650 ft, three-lane rubberized walking surface, along with a dedicated change area. The general public will be able to access the new walking track free of charge. “As a cardiologist, I encourage my patients to include walking as part of their exercise regime during the recovery process,” explains Dr. Greg Searle, qplex Fundraising Committee member. “Winter impedes exercising habits in Canada - an indoor walking track easily removes the barrier of getting that much needed exercise.”

With this Aquafina walking track announcement, one could say the qplex Capital Fundraising Campaign has taken several steps closer to achieving its 2010 goal of \$1.5 million. “We are pleased to welcome another great partner - the world's largest manufacturer, retailer and distributor of Pepsi-Cola beverages,” says Mayor, Murray Driscoll.

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From left to right: Jeff Boutilier, Unit Sales Manager, Pepsi Bottling Group; Brad Steel, qplex Manager; Mayor, Murray Driscoll, Town of Quispamsis; Jason Brunt, Regional Sales Director, Pepsi Bottling Group