

## **SHAREOWNER SERVICE PLUS PLAN**

Wells Fargo Shareowner Services is pleased to offer an alternative to traditional methods of purchasing, holding and selling PepsiAmericas, Inc. ("Company") common stock through its Shareowner Service Plus Plan ("Plan"). The Plan offers a variety of flexible services to aid in managing your investment.

### **Plan Features**

As a Plan participant, you:

- May systematically increase your holdings of the Company's shares through dividend reinvestment;
- May reinvest dividends on a portion of your shares and receive cash dividends on your remaining shares;
- May purchase additional shares with cash investments for your Plan account either by check or automatic deductions from your checking or savings account;
- May deposit share certificates for credit to your account under the Plan;
- May make withdrawals from the Plan;
- May purchase additional shares of Company common stock for others by making cash investments on their behalf;
- May transfer all or a portion of your Plan shares to a Plan account for another person;
- May sign up for telephone transaction privileges; and
- Will receive statements showing your account transactions and balance.

**The Company has appointed Wells Fargo Shareowner Services as processing agent and administrator for the Plan.**

**The Plan is not sponsored or administered by the Company. Securities in the Plan are not subject to protection under the Securities Investor Protection Act of 1970.**

### **Direct Registration**

PepsiAmericas, Inc. is a participant in the Direct Registration System (DRS). DRS is a method of recording shares of stock in book-entry form. Book-entry means that your shares are registered in your name on the books of the company without the need for physical certificates and are held separately from any Plan shares you may own. Shares held in book-entry have all the traditional rights and privileges as shares held in certificate form. With DRS you can:

- Eliminate the risk and cost of storing certificates in a secure place
- Eliminate the cost associated with replacing lost, stolen, or destroyed certificates
- Move shares electronically to your broker

## **How to Begin**

Any future share transactions will be issued to book-entry form rather than physical certificates unless otherwise specified by you. You may convert any stock certificate(s) you are currently holding into book-entry form. Send the stock certificate(s) to Wells Fargo Shareowner Services with a request to deposit them to your DRS account. There is no cost to you for this custodial service and by doing so you will be relieved of the responsibility for loss or theft of your certificate(s). Your certificate(s) should not be endorsed, and we recommend sending your certificate(s) registered insured mail for 3% of the current market value.

## **Electronic Share Movement**

You may choose to have a portion or all of your full book-entry or Plan shares delivered directly to your broker by contacting your broker/dealer. When using your broker to facilitate a share movement, provide them with a copy of your DRS account statement.

## **Eligibility**

All shareowners of record may participate in the Plan. If you are a beneficial holder of Company common stock whose shares are held in names other than your own (e.g., held by brokers, trustees or bank nominees), you may participate in the Plan by:

- Becoming a shareowner of record, registering the shares you currently hold in your brokerage account into your own name, or
- Enrolling in the Plan in the same manner as a non-shareowner.

If you are not currently a shareowner, you can enroll in the Plan by making an initial cash investment and completing an [Account Authorization](#) (PDF\*) Form.

**Note:** Regulations in certain countries may limit or prohibit participation in this type of Plan. Accordingly, persons residing outside the United States who wish to participate in the Plan should first determine whether they are subject to any governmental regulation prohibiting their participation.