



Office of the Secretary

UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION
WASHINGTON, D.C. 20580

September 27, 2010

Mr. Eric A. Croson
3006 Wild Meadow Drive
Durham, North Carolina 27705

Re: *In the Matter of PepsiCo, Inc., Docket No. C-4301, FTC File No. 091 0133*

Dear Mr. Croson:

This is to notify you that the Federal Trade Commission has issued its Decision and Order in *In the Matter of PepsiCo, Inc.*, a copy of which is enclosed. Pursuant to Paragraph III, the Commission hereby appoints you as monitor, with all authority and responsibility necessary to carry out your duties and responsibilities under the Order. Also, the Commission approves the Monitor Agreement that you executed with PepsiCo, Inc.

By direction of the Commission, Commissioner Ramirez recused.

Donald S. Clark
Secretary

Enclosure



Office of the Secretary

UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION
WASHINGTON, D.C. 20580

September 27, 2010

Deborah L. Feinstein, Esq.,
Arnold & Porter LLP
555 Twelfth Street, N.W.
Washington, D.C. 20004-1206

Re: *In the Matter of PepsiCo, Inc., Docket No. C-4301, FTC File No. 091 0133*

Dear Ms. Feinstein:

This is to notify you that the Federal Trade Commission has issued its Decision and Order in *In the Matter of PepsiCo, Inc.*, a copy of which is enclosed. Pursuant to Paragraph III, the Commission appoints Mr. Eric A. Croson as monitor, with all authority and responsibility necessary for Mr. Croson to carry out his duties and responsibilities under the Order. Also, the Commission approves the Monitor Agreement executed by PepsiCo, Inc. and Mr. Croson.

By direction of the Commission, Commissioner Ramirez recused.

Donald S. Clark
Secretary

Enclosure

cc: Michael N. Sohn, Esq.
Davis Polk & Wardwell LLP
901 15th Street, N.W.
Washington, D.C. 20005