



BROCK LEACH

Senior Vice President New Growth Platforms &
Chief Innovations Officer
PepsiCo, Inc.

Brock Leach is Senior Vice President, New Growth Platforms and Chief Innovations Officer for PepsiCo, an assignment he undertook in March 2003. Mr. Leach is responsible for identifying and developing new platforms for business growth beyond those already being pursued by PepsiCo's operating units and for building new capabilities to support the innovation work of the divisions. As part of this responsibility, Mr. Leach also directs the company's strategic focus on health and well-being, in partnership with Dr. Ken Cooper of the renowned Cooper Clinic, Dr. Dean Ornish, and other experts, to broaden PepsiCo's offerings of nutritious products and encourage healthy lifestyles. He brings a wealth of experience in PepsiCo's businesses and new ventures to this position.

Previously, Mr. Leach was President and CEO of Tropicana Products, Inc. and was responsible for overseeing the operations of the world's largest marketer and producer of branded juices. Tropicana was acquired by PepsiCo in August 1998 and has products available in 23 countries. Prior to that, he was President of the Frito-Lay Development Group, a global team focused on the company's innovation and development. Before becoming President of Frito-Lay Development, he had been President of Frito-Lay North America, the largest operating profit segment of PepsiCo and the largest manufacturer and distributor of snack foods with \$7.5 billion in sales in 1998.

Mr. Leach joined Frito-Lay North America in 1982 as Assistant Product Manager and assumed positions of increasing responsibility in marketing and sales, including Vice President of Brand Marketing and Senior Vice President of Marketing. During his career at Frito-Lay, Mr. Leach established a world-class organization that focused on innovation excellence and delivered big brand-building initiatives. Under his leadership, Frito-Lay experienced accelerated growth through product innovations including Tostitos, Restaurant Style tortilla chips and salsas, the re-launch of Doritos tortilla chips, and the launch of the company's better-for-you snack lines.

Mr. Leach is a member of the National Board of the YMCA and serves on the boards of several Florida children's agencies. He received his bachelor's degree in Economics from the University of Colorado and his Master's degree in Finance from the University of Chicago.