THE QUAKER CHEWY SUPERSTAR MOBILE RECORDING STUDIO IS HITTING THE ROAD TO HELP QUAKER CHEWY AND NICK JONAS FIND THE NEXT YOUNG MUSIC STAR

Winner to Receive a Contract with Jonas Group Management and Record a Song Produced by Nick Jonas

CHICAGO (June 8, 2011) – Does your child have superstar talent? The Quaker Chewy® Superstar Search is hitting the road on a mission this summer to find music’s next young superstar. Parents or legal guardians can bring their future stars aged 8-14 to visit the Quaker Chewy Mobile Recording Studio, which is making stops in New York City, New Jersey, Cleveland, Chicago, Nashville, Atlanta, Dallas, Denver and Los Angeles between June 9 – August 4, 2011.

In partnership with recording artist Nick Jonas, of the platinum selling, Grammy nominated Jonas Brothers, Quaker Chewy will host a contest, the Grand Prize winner of which will get to record a song produced by Nick Jonas, an online music video, a contract with Jonas Group Management and $5,000 in cash.

Along with Jonas, Quaker Chewy has joined forces with the non-profit organization Little Kids Rock to make music education more accessible in schools across the nation. As the only national non-profit, rock and pop-oriented music program in the U.S. public schools, Little Kids Rock focuses on ensuring every public school student has an opportunity to experience music education.

“The Quaker Chewy Mobile Recording Studio is a one-of-a-kind studio on wheels,” said Bill Fiely, director of Quaker Snack Bars. “By giving parents and kids a unique opportunity to record a performance in a studio, we’re nourishing their potential and letting their musical talents shine.”

Rockin’ in the USA
The Quaker Chewy Superstar Mobile Recording Studio will give kids a superstar experience and provide them with their own recorded vocal performance video needed to enter the contest. Highlights include:

• Red Carpet Photo Experience where consumers can get their photo taken with a super-imposed image of Nick
• Two mobile recording booths - complete with recording and video equipment
• Two “takes” in the booth (one practice run and one final take) to record a designated portion of one of four pre-selected songs
• An emailed version of the final “take” for parents/guardians to upload on www.ChewySuperstar.com when they enter the contest
• Performance by Little Kids Rock in select markets
• And, plenty of Quaker Chewy Granola Bars to go around!

Get there early – the first 90 eligible attendees are guaranteed the opportunity to record their song. Families are then welcome to wait in line for the chance to record if time permits.

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Tour Schedule
Visit the Quaker Chewy Superstar Mobile Recording Studio as it travels to:

<table>
<thead>
<tr>
<th>June 9</th>
<th>New York City metro area</th>
<th>July 9 and 11</th>
<th>Atlanta metro area</th>
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<td>June 11–12</td>
<td>New Jersey metro area</td>
<td>July 18–20</td>
<td>Dallas metro area</td>
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<td>June 17 and 19</td>
<td>Cleveland metro area</td>
<td>July 26 and 28</td>
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<td>June 23 and 25</td>
<td>Chicago metro area</td>
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<td>July 2 and 4</td>
<td>Nashville metro area</td>
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Visit [www.ChewySuperstar.com](http://www.ChewySuperstar.com) for exact locations, dates and times and for more details about the Quaker Chewy Superstar Search, including the Official Rules.

About Jonas Group
Jonas Group is a full-service management and multi-media company. Jonas Group Management represents such artists as the Jonas Brothers, Demi Lovato and Jordin Sparks. JG New Media & Marketing develops and executes traditional and nontraditional marketing strategies with top brands and artists. Media ventures include ownership in a leading teen and young adult platform, Cambio. Jonas Group CEOs are Kevin Jonas Sr. and Phil McIntyre.

About The Quaker Oats Company
The Quaker Oats Company, headquartered in Chicago, is a unit of PepsiCo, Inc., one of the world's largest consumer packaged goods companies. For more than 130 years, Quaker's brands have served as symbols of quality, great taste and nutrition. Holding No. 1 positions in their respective categories, Quaker Oats, Quaker Rice Cakes and Quaker Chewy Granola Bars are consumer favorites. For more information, please visit [www.QuakerOats.com](http://www.QuakerOats.com).

About PepsiCo
PepsiCo offers the world's largest portfolio of billion-dollar food and beverage brands, including 19 different product lines that generate more than $1 billion in annual retail sales each. Our main businesses -- Quaker, Tropicana, Gatorade, Frito-Lay, and Pepsi Cola -- also make hundreds of other enjoyable and wholesome foods and beverages that are respected household names throughout the world. With net revenues of approximately $60 billion, PepsiCo's people are united by our unique commitment to sustainable growth by investing in a healthier future for people and our planet, which we believe also means a more successful future for PepsiCo. We call this commitment Performance with Purpose: PepsiCo's promise to provide a wide range of foods and beverages for local tastes; to find innovative ways to minimize our impact on the environment, including by conserving energy and water usage, and reducing packaging volume; to provide a great workplace for our associates; and to respect, support, and invest in the local communities where we operate. For more information, please visit [www.pepsico.com](http://www.pepsico.com).

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About Little Kids Rock
Little Kids Rock is a 501 (c) (3) nonprofit organization that transforms children’s lives by restoring and revitalizing music education in public schools. Little Kids Rock was founded in San Francisco in 2002 by David Wish, an elementary school teacher who had grown frustrated with the lack of music education funding at his school. Today, Little Kids Rock is one of the leading nonprofit providers of free lessons and instruments to underprivileged children in US public schools, and has served more than 160,000 students at over 1,200 schools in 25 cities nationwide. Every child deserves the right to rock. Find out how you can get involved at [www.littlekidsrock.org](http://www.littlekidsrock.org).

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