

**CONTACTS:**  
Matt Shannon  
American Solar Electric  
480-994-1440 x103

Aurora Gonzalez  
Frito-Lay  
972-334-3821

## **FRITO-LAY HARNESSSES SOLAR POWER FOR PHOENIX FACILITY**

### **ASE to Install Arizona's Largest Corporate Rooftop Photovoltaic System on Frito-Lay's Arizona Service Center**

Phoenix, AZ (April 20, 2007) – Frito-Lay North America, a division of PepsiCo, has approved construction of the largest business-owned, photovoltaic (PV) power system in Arizona. The system will incorporate a 201-kilowatt photovoltaic array that will cover 27,000 square feet of roof space at the company's Arizona Service Center in Phoenix. Construction of the new PV system is scheduled to begin this summer.

PV systems convert sunlight into usable, utility-grade electricity. The PV system on the Arizona Service Center will feed power during the day directly into the facility's electrical distribution equipment that provides the building's electrical needs.

"Sustainability is a priority for PepsiCo, and Frito-Lay has a strong track record of identifying and using sustainable and efficient energy sources for our company's operating infrastructure," said Dave Haft, vice president, operations, Frito-Lay North America. "By converting our Service Center to solar power, we continue to build on our commitment to sustainability and, more importantly, have an opportunity to help the environment, Phoenix and the greater Arizona community, a valued partner."

The PV system on Frito-Lay's Arizona Service Center, located on 40<sup>th</sup> Street in Central Phoenix, will offset some of the facility's purchase of utility power. The Service Center is a product distribution center servicing Arizona and parts of the Southwest.

"When the Commission passed the new Renewable Energy Standard, the purpose was to encourage these kinds of solar energy projects," said Arizona Corporation Commissioner Kris Mayes. "I hope businesses across Arizona will follow Frito-Lay's lead and help us become the solar energy state."

To develop and install the new PV system, Frito-Lay has enlisted the help of American Solar Electric, a Scottsdale-based firm specializing in photovoltaic power systems.

"We're excited to be working with Frito-Lay on such a cutting-edge project," said Sean Seitz, President of American Solar Electric. "Frito-Lay's use of PV power systems on their facilities demonstrates solar power is a viable means to meet the energy resources needed to run a large-scale business while addressing environmental issues."

Frito-Lay already has installed PV systems in six other distribution centers in California and New York. In 2005, Frito-Lay opened the distribution center in New York as its first Gold LEED certified "green," environmentally-friendly building. Only one of 50 Gold LEED certified buildings in North America at the time, it serves as a model of resource conservation through innovations in renewable energy, alternative lighting, energy efficiency standards and environmentally intelligent choices.

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Frito-Lay North America is the \$10 billion convenient foods division of PepsiCo, which is headquartered in Purchase, NY. In addition to Frito-Lay, PepsiCo divisions include Pepsi-Cola, Quaker Foods, Gatorade and Tropicana.

*American Solar Electric, Inc.* is a Scottsdale-based design-build firm specializing in photovoltaic (solar electric) power systems for commercial, industrial and residential applications. The company offers complete design services and is licensed, bonded and insured for both commercial and residential electrical contracting in the State of Arizona (AZ ROC License #168657). Additional information on the company's products and services is available on-line at: [www.americanpv.com](http://www.americanpv.com)

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