



PUT YOUR HANDS IN THE AIR FOR THE NEW PEPSI 2012 TVC

PEPSI LAUNCHES ITS HIGHLY AWAITED 2012 TV ADVERT STARRING WORLD CLASS FOOTBALL ATHLETES, INCLUDING THREE TIME WORLD PLAYER OF THE YEAR, LIONEL MESSI, AND SUPERSTAR DJ / PRODUCER CALVIN HARRIS

Pepsi unveils its new 2012 football advert as part of the “Kick In The Mix” campaign which sees its team of world class footballers take their moves off the pitch and into the heart of the crowd at an outdoor festival. The up-tempo advert entitled ‘Crowd Surfing’, which fuses the worlds of football and music, showcases Pepsi’s star athletes Leo Messi, Didier Drogba, Fernando Torres, Frank Lampard and new recruits Sergio Agüero and Jack Wilshere. Superstar DJ and hit-maker, Calvin Harris, also has a starring role on the decks in the advert, as he entertains the crowd with his hot new single, “Let’s Go” feat. Ne-Yo – the official soundtrack to the Pepsi 2012 campaign.

Didier Drogba added: *“The storyline to the advert is so exciting and different from anything I have seen before. The track Calvin Harris created for it is amazing as well; it feels like a song that could get a whole football stadium dancing!”*

‘Crowd Surfing’, directed by Steve Cope at Rattling Stick, sees the Pepsi footballers at an outdoor beach festival where thousands of music fans are dancing and partying in front of Calvin Harris who is performing on an enormous raised stage. The music is electric, the neon lights are beaming and the crowd is going wild. On a quest to quench their thirst, the Pepsi athletes decide to test their skills at crowd surfing as a fun way to travel across the bustling masses towards a vending machine.

Before the players know it, Calvin fires a football in their direction and a stunning game full of acrobatic skill and agility is underway. Whether it is Drogba using the strength of the crowd to catapult him high into the air and execute a stunning bicycle kick or Wilshere sliding along the crowd’s hands to make a tackle, everyone is getting involved.

Leo Messi commented on the new advert saying: *“I had so much fun shooting the new Pepsi*

RATTLING STICK

advert. I must admit, I never thought I would play a game of football whilst crowd surfing on people's hands but that is what's great about Pepsi, they always add a fun twist to their adverts. I think people are going to be saying "how did they do that?"

With their new-found crowd surfing skills will the players ever get across the crowd to quench their thirst? Tune in to find out...

A Pepsi spokesperson commented: *"We always try to push the boundaries and create something visually stunning, and this advert is no different. The advert blends elements of music and football in a new, fun and entertaining way and we hope our fans across the world enjoy watching."*

To find out more on Pepsi's 2012 football campaign and watch exclusive video content simply log on to www.PepsiGlobalTV.com

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Notes to editors:

- **The 2012 Pepsi football commercial will be aired worldwide from April 2012**

About PepsiCo:

PepsiCo offers the world's largest portfolio of billion-dollar food and beverage brands, including 19 different product lines that each generates more than \$1 billion in annual retail sales. Our main businesses - Frito-Lay, Quaker, Pepsi-Cola, Tropicana and Gatorade - also make hundreds of other nourishing, tasty foods and drinks that bring joy to our consumers in more than 200 countries. With annualized revenues of nearly \$60 billion, PepsiCo's people are united by our unique commitment to sustainable growth, called Performance with Purpose. By dedicating ourselves to offering a broad array of choices for healthy, convenient and fun nourishment, reducing our environmental impact, and fostering a diverse and inclusive workplace culture, PepsiCo balances strong financial returns with giving back to our communities worldwide. For more information, please visit www.pepsico.com.

Calvin Harris

Calvin Harris is one of the hottest DJs and hitmakers in the world right now. With a #1 smash worldwide with Rihanna on 'We Found Love' and two #2 singles with 'Bounce' feat. Kelis and 'Feel So Close', Calvin's new album released this summer promises to be a huge success. Calvin has had a crazy few years with seven Top 10 singles in his career, including three #1 singles and over 500,000 albums sold in the UK. He has been touring the world DJing over the last year everywhere from Las Vegas to New York to Mexico along with headline festival appearances at the likes of T in the Park and Creamfields and is set to embark on a busy summer of appearances in 2012.