

PRESS RELEASE

On Edge Skating is Among the First in Colorado to Offer PepsiCo Dream Machine Recycling Program

Dream Machine recycling kiosk that rewards users now available to improve on-the-go recycling

The more cans and bottles that are recycled in a Dream Machine kiosk or bin, the more PepsiCo will donate to EBV to support career training, education and job creation for post-9/11 U.S. veterans with disabilities

Grand Junction, Colo. – May 5, 2011 – On Edge Skating announced today a partnership with PepsiCo (NYSE: PEP), making the skating center among the first in the state to host PepsiCo’s Dream Machine recycling program, offering visitors a convenient and rewarding recycling option.

The Dream Machine recycling initiative, created by PepsiCo in partnership with Waste Management (NYSE: WM), is introducing thousands of recycling bins and kiosks at popular public locations across North America. The kiosks are computerized receptacles that include a personal reward system, powered by Greenopolis, which allows users to earn points for every bottle or can they recycle in the kiosk and redeem those points for local discounts on entertainment, dining and travel at www.greenopolis.com.

Additionally, the more bottles and cans people recycle in Dream Machines at On Edge Skating, and in Dream Machine bins and kiosks across the country, the more support PepsiCo will provide to the Entrepreneurship Bootcamp for Veterans with Disabilities (EBV), a national program offering free experiential training in entrepreneurship and small business management to post-9/11 U.S. veterans with disabilities.

“Providing access to recycling receptacles is a critical first step in increasing the beverage container recycling rate, and we are so pleased that On Edge Skating has decided to partner with the Dream Machine program,” said Jeremy Cage, Senior Vice President of Innovation and Insights at PepsiCo and head of the Dream Machine recycling initiative. “By recycling in a Dream Machine, visitors can earn rewards and help make a real difference for our planet and in the lives of disabled U.S. veterans.”

“We are so pleased to be offering the Dream Machine recycling program to our On Edge Skating clients as well as the Grand Valley community. This is just another way we are working to go green at our synthetic skating facility,” said Charles Crawford of On Edge Skating.

With nearly 2,500 Dream Machines located in more than 20 states to-date, the program aims to increase the U.S. beverage container recycling rate from 34 to 50 percent by 2018.

“Experience tells us that people are much more likely to recycle if it’s convenient, and they are rewarded for doing so,” said Paul Ligon, managing director for Greenopolis, a Waste Management subsidiary. “We look forward to working with On Edge Skating to enable a recycling experience that is fun and rewarding on many levels.”

To learn more about the Dream Machine, please visit www.facebook.com/DreamMachine.

About the Dream Machine

The Dream Machine recycling initiative, introduced on Earth Day 2010, will make thousands of new recycling kiosks and bins available in popular public venues such as gas stations, stadiums, and public parks. Dream Machine kiosks are computerized receptacles that include a personal reward system that allows consumers to collect and redeem points for each bottle or can they recycle in the kiosk. The multi-year collaboration with Waste Management enables the local capture and recycling of PET and Aluminum, using both technology enabled and non-technology enabled recycling kiosks. The Dream Machines are provided by WM GreenOps, LLC, a subsidiary of Waste Management, and operated by Greenopolis, the first interactive recycling system that brings together online and on-street technologies. People who recycle their beverage containers in kiosks can redeem points they collect and receive awards when they visit www.greenopolis.com

About on Edge Skating

On Edge Skating is the only year round synthetic ice rink in the country which is based in Grand Junction, CO. The facility uses state of the art synthetic skating panels to offer skaters the closest thing to real ice currently on the market. The facility also offers a off-ice training room, parents 2nd floor observation deck that overlooks the rink, full service pro shop, and free wireless internet throughout the entire facility. On Edge Skating offers over 20 hours of open skating sessions a week in addition to learn to skate classes and private lessons. The facility is the first Green Rink of its kind. Green Rinks are an environmentally friendly alternative to traditional ice rinks and cost 1/10th less than average refrigerated ice rinks. For more information, please visit: www.onedgeskating.com

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. In recognition of its continued sustainability efforts, PepsiCo was named for the third time to the Dow Jones Sustainability World Index (DJSI World) and for the fourth time to the Dow Jones Sustainability North America Index (DJSI North America) in 2009. For more information, please visit www.pepsico.com

About Waste Management

Waste Management, based in Houston, Texas, is the leading provider of comprehensive waste management services in North America. Our subsidiaries provide collection, transfer, recycling and resource recovery, and disposal services. We are also a leading developer, operator and owner of waste-to-energy and landfill gas-to-energy facilities in the United States. Our customers include residential, commercial, industrial, and municipal customers throughout North America.

About Greenopolis

Greenopolis LLC, is a subsidiary of Waste Management. Greenopolis.com is the first interactive community that connects the online conversation about recycling and resource management with opportunities to track the products that consumers use and recycle through recycling kiosks located in public venues and other on the go locations. Through Greenopolis, environmentally responsible individuals can earn rewards for recycling and resource-conscious companies can better understand the lifecycle of their products. "Rethink. Recycle. Reward. Closing the Loop Together." For more information: www.greenopolis.com

About Keep America Beautiful, Inc.

Keep America Beautiful, Inc., established in 1953, is the nation's largest volunteer-based community action and education organization. With a network of nearly 1,200 affiliate and participating organizations, Keep America Beautiful forms public-private partnerships and programs that prevent litter, reduce waste, increase recycling, and create greener public spaces. To learn more, visit www.kab.org.

About The Entrepreneurship Bootcamp for Veterans with Disabilities

The Entrepreneurship Bootcamp for Veterans with Disabilities (EBV) is a program first created by the Whitman School of Management at Syracuse University, designed to provide training in entrepreneurship and small business management to post-9/11 veterans with disabilities resulting from their military service. The mission of the EBV is to open the door to business ownership for our veterans, by developing skills that relate to the many steps associated with launching and growing a small business. Today the EBV is offered by a network of world-class business schools across the U.S., that includes Syracuse University, Texas A&M University, Florida State University, UCLA, Purdue University, University of Connecticut, and Louisiana State University. The training is provided at no cost to qualified and accepted veterans.

#

Media Contacts:

On Edge Skating:

Charles Crawford

O - (970) 812 - 4109

charles@onedgeskating.com

PepsiCo:

Lindsay Bell

O - (212) 593 - 6381

lindsay.bell@pepsico.com