



PRESS RELEASE

245 PARK AVENUE ★ NEW YORK, NY 10167 ★ 212-931-7800

For Immediate Release

July 7, 2009

AQUAFINA MAJOR LEAGUE BASEBALL PITCH, HIT & RUN PROGRAM TO HOST NATIONAL FINALS DURING 2009 MLB ALL-STAR WEEK IN ST. LOUIS

2009 Program Reached Over 600,000 Youth Through Over 4,000 Competitions Across North America During 2009

Major League Baseball and Aquafina today announced the 2009 Aquafina Major League Baseball Pitch, Hit & Run top competitors to advance to the 2009 Aquafina Major League Baseball Pitch, Hit & Run National Finals. The finals of the "Official Youth Skills Competition of Major League Baseball" will take place during the 2009 MLB All-Star Week in St. Louis on July 13 at Busch Stadium. Additionally, there will be an on-field ceremony honoring the champions during the State Farm Home Run Derby.

Throughout 2009, Aquafina Major League Baseball Pitch, Hit & Run has reached more than 600,000 boys and girls between the aged of 7 and 14, providing an integrated competition that recognizes individual excellence in core baseball and softball skills. Aquafina, the "Official Bottled Water of Major League Baseball," is in its second year sponsoring the grassroots program following its sister brand, Pepsi the "Official Soft Drink of Major League Baseball," which was the title sponsor between 2002 and 2007.

The top competitors (names listed below) nationwide from each age group (7-8, 9-10, 11-12 and 13-14) have advanced to the 2009 Aquafina Major League Baseball Pitch, Hit & Run (PHR) National Finals that will occur during All-Star Week. The PHR program invited youth to demonstrate their skills, competing in pitching, hitting and running abilities. PHR Finalists have advanced through several levels of competition, including over 4,000 local competitions hosted by civic youth organizations and volunteers, and have outscored over 600,000 youngsters. All 30 MLB Clubs hosted team competitions at their ballparks on weekends from May 30 to June 28.

"Major League Baseball is committed to providing a positive environment for our youth and to giving them the chance to learn and grow both on the field and off," said John Brody, SVP, Corporate Sales & Marketing, Major League Baseball. "Through the generous support of Aquafina via the Pitch, Hit

& Run program, over half a million young people across America were able to participate in a team environment and were exposed to baseball and softball.”

“Every year this program is a wonderful reminder of what makes this sport special to youth throughout the country,” said Jeff Dubiel, VP of sports marketing for Pepsi-Cola North America Beverages. “Baseball is truly America’s pastime and there is no better evidence than the enthusiasm and high level of skill we see during the Aquafina Pitch, Hit & Run competitions. We’re looking forward to an exciting finale in St. Louis.”

This is the 13th year MLB has run a youth skills program. Information regarding dates, times and locations of local competitions as well as entry forms and other materials for the 2009 Aquafina Major League Baseball Pitch, Hit & Run initiative are available online at MLB.com/PHR.

The following is a list of the 2009 Aquafina Major League Baseball Pitch, Hit & Run National Finalists:

7-8 Year Old Girls Age Division - Softball

Name	Hometown	MLB Team
Lorena Vasquez-Inzunza	Chandler, AZ	Arizona Diamondbacks
Sophia Mooney	Lawrenceville, GA	Atlanta Braves
Maddy Braz	Citrus Heights, CA	San Francisco Giants

7-8 Year Old Boys Age Division - Baseball

Casey McLaren	Newburyport, MA	Boston Red Sox
Zack Jurgens	Tinley Park, IL	Chicago White Sox
Jared Brainard	Ada, MN	Minnesota Twins

9-10 Year Old Girls Age Division - Softball

Alyssa Lindemann	Stayton, OR	Seattle Mariners
Alissa Hiener	Ramona, CA	San Diego Padres
Elena Hipp	Chesterfield, MO	St Louis Cardinals

9-10 Year Old Boys Age Division - Baseball

Austin Patterson	Massillon, OH	Cleveland Indians
Chas Sagedahl	Prairie de Chien, WI	Milwaukee Brewers
Jackson Grabill	Northbrook, IL	Chicago Cubs

11-12 Year Old Girls Age Division - Softball

Annie Tarte	Valrico, FL	Tampa Bay Rays
Hannah Spacek	College Station, TX	Houston Astros
Tailor Goods	Maricopa, AZ	Arizona Diamondbacks

11-12 Year Old Boys Age Division - Baseball

Joshua Aviles	Naugatuck, CT	New York Mets
Luke Farley	Denver, IA	St. Louis Cardinals
Luke Jackson	Grifton, NC	Atlanta Braves

13-14 Year Old Girls Age Division - Softball

Jeanie Marie Perrucci	Duluth, GA	Atlanta Braves
Jasmin Gipson	Van, TX	Texas Rangers
Erikka Burke	Elk Grove, CA	San Francisco Giants

13-14 Year Old Boys Age Division - Baseball

Doug Parks	Lakeville, MN	Minnesota Twins
Toby Raymond	Romulus, MI	Detroit Tigers

Zach Rollins

Stafford, CT

New York Mets

About Aquafina

Aquafina (www.aquafina.com) is a product of Pepsi-Cola North America Beverages, the refreshment beverage unit of PepsiCo, Inc., in the United States and Canada. In addition to Aquafina and Aquafina FlavorSplash, its US brands include Pepsi, Mountain Dew, Sierra Mist, IZZE, SoBe, Mug, Tropicana Juice Drinks, Dole and Ocean Spray single-serve juices. PepsiCo also makes and markets North America's best-selling ready-to-drink iced teas and coffees, respectively, via joint ventures with Lipton and Starbucks. For more information, visit www.pepsiproductfacts.com.

About Major League Baseball Properties

The Major League Baseball Clubs formed Major League Baseball Properties (MLBP) in 1966 as the Clubs' agent for marketing and trademark licensing and protection. Major League Baseball Properties is responsible for managing consumer licensing activities, developing national advertising campaigns, cultivating sponsorship opportunities with major consumer brands and corporations, growing the game and the business of baseball outside the United States and creating national marketing programs in conjunction with Clubs, broadcast rightsholders and national sponsors. MLBP also operates a full-service video and audio production unit (Major League Baseball Productions), a publishing division and stock photo licensing agency, and manages logistics for the All-Star Game and World Series as well as all other special events. For more information on Major League Baseball, log on to www.MLB.com.

###

Contact: Jeff Heckelman or Lauren Verrusio, Major League Baseball, (212) 931-7878