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PRESS RELEASE

The Pepsi Bottling Group reinforces relationship with CAS

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Upgrade to CPWerx Version 7.0

Atlanta, Georgia, and Kaiserslautern, Germany - CAS, the leading global provider of Demand Side Management solutions for the Consumer Products industry, today announced The Pepsi Bottling Group, Inc. (PBG) has expanded its relationship with CAS by upgrading to the most recent CPWerx™ Version, Release 7.0. This upgrade provides PBG with an integrated solution for its customer payment and tracking activities.

PBG is the world's largest manufacturer, seller and distributor of Pepsi-Cola beverages generating nearly \$14 billion in annual sales, operating in the United States, Canada, Greece, Mexico, Russia, Spain and Turkey.

“The Pepsi Bottling Group has utilized CAS’ solution to track financial data and process millions of promotion and settlement records for over five years,” said Tim Martin, PBG’s Vice President of Information Technology. “With CPWerx 7.0, CAS has enhanced the solution, including a migration to a true web-based application suite. We expect the upgrade, combined with CAS’ overall expertise and capabilities, will add greater benefit to our business moving forward.” PBG’s decision to upgrade CPWerx reinforces CAS as the leading Demand Side Management solution in the Consumer Products industry. “CAS takes great pride in working with industry leaders and we expect to provide PBG with a competitive advantage by increasing operational efficiency and enhancing its focus on the consumer” said Stefan Joneck, Global CEO and Founder of CAS.

About CAS

CAS is the leading, global provider of Demand Side Management solutions for the Consumer Products industry. With more than 20 years of industry specific experience, CAS has unrivalled expertise in delivering solutions that manage profitable growth across the customer facing enterprise. To enable this, their CPWerx™ solution supports a multi level architecture of transactional, analytical and optimization technology. By supporting closed loop business processes, CPWerx delivers integrated solutions to meet the most demanding requirements of the industry – including Trade Promotion Management, Field Sales Management and Category Management. CAS customers include leading Consumer Products companies such as Beiersdorf, Campbell Soup Company, Coty, Danone, Dr. Oetker, Electrolux, Henkel, InBev, Kraft Foods and Molson Coors. CAS has global headquarters in Germany with affiliate offices in North America, Europe, Asia and Australia. For further information please visit www.cas.com.

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