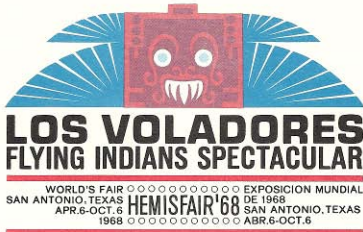


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FOR RELEASE AT WILL

AZTEC SPECTACULAR SPONSORS ARE A
SOUTHWEST TRADITION THEMSELVES

Frito-Lay and Pepsi-Cola may not be as old in the Latin countries and the American Southwest as the Aztec rite performed at their HemisFair '68 pavilion, but they're just about as native to the area -- and as involved in the confluence of cultures to which the San Antonio World's Fair pays tribute.

Certainly, they have strong traditions in the HemisFair home city.

The Frito Company began there in 1932, when Elmer Doolin first introduced corn chips to the nation. He bought the formula from a Mexican who was returning home. Some 36 years later, the company -- which merged with H. W. Lay & Co. in 1961 -- still makes its headquarters in Texas, operating out of a modern executive tower in Dallas.

Today, Frito-Lay produces a complete line of snack and convenience foods -- including Fritos corn chips, Lay's potato chips and other specialties under the Cheetos cheese puffs, Ruffles potato chips, Bakenets fried pork rinds, Rold Gold pretzels and Towie and Sevilla brand cocktail specialties.

--more--



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The company -- a division of PepsiCo, Inc. -- is headed today by William B. Oliver, Chairman of the Board and Chief Executive Officer.

Like its corporate affiliate -- Pepsi-Cola Co. -- the Fritos corn chip name is known throughout the United States and other parts of the world. Unfortunately, though, Los Voladores are among the hemisphere's few non-converts to the corn chip and soft drink way of life. The Totonacs -- who speak no English and only a unique dialect form of Spanish -- prefer seasoned rice, diced fruit, an occasional wild bird and grains in their natural state.

While it's not as "native" to HemisFair's hometown as the Fritos corn chip name, Pepsi-Cola -- which was born in New Bern, N.C., in 1896, the brainchild of a pharmacist named Caleb "Doc" Bradham -- has roots in the area that go almost as deep.

The trademark has been at home in the Southwest since it was first registered, in 1906, and the bottler franchises in Texas are among the most important on the company's roster.

Under the presidency of James B. Somerall, the Pepsi-Cola name is becoming better-known than ever, today -- with the addition of diet lines and brand names like Mountain Dew, Team and Patio.

And even areas as remote as Papantla -- the home of the flying Totonacs -- know Frito-Lay's and Pepsi-Cola's famous director, Joan Crawford.

Both companies are founders of today's PepsiCo., Inc. -- the international consumer products company, with sales of more than \$600 million

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yearly -- that was organized in 1965 and is headed by Donald M. Kendall, President and Chief Executive Officer and Herman W. Lay, Chairman of the Board.

Six hundred million dollars adds up to a lot of fans and friends.

It's for them that Los Voladores are flying into space at HemisFair '68.

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