

Frito Lay

Eco-Fair

The following was received in response to a phone conversation...

Dear Mr. Houser,

Thank you for your interest in participating in our 2008 EcoFair. It was inspiring just speaking with you yesterday about the importance of urban forestry.

Here are some details about our event....

EcoFair '08 is part of **Frito Lay's** Sustainability initiative to help educate our associates to take care of our planet at both at and away from the office. We hope to introduce associates to information regarding best practices for **Land, Energy, Waste, and Water.**

The fair will be our Plano campus to encourage associates to celebrate, learn and make changes to sustain our environment. Our event is on **Friday, April 18** from **10:00am-2:00pm** with set up time starting at 8:30am. The event will be held outside and near the main entrance to our building @ 7701 Legacy Drive.

At this event you will have a chance to reach out to up to **1000 Frito Lay associates** with your message.

We're inviting you to share information on the importance of urban forestry and practical small steps our employees can make to help trees help the environment.

If you have text based information you wish to share, we plan to load as much information as possible on USB Flash Drives which will be presented to each attendee. We will be working with you to capture 'soft' electronic versions of your resource materials.

We know that attendees love taking things home to reinforce the message. Your tree cookies idea was a perfect example.

I look forward to your reply next week.

Thank you in advance.

Regards,

Tom Baumgarten