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**Belle Island Village and The Pepsi Bottling Group
Announce Sponsorship Deal**
*PBG to Serve as Exclusive Provider of Water and Soft Drinks
at \$114 million Pigeon Forge Development*

PIGEON FORGE, Tenn. – Belle Island Village – a 26-acre, themed destination with retail, hospitality and entertainment venues that include the Debbie Reynolds Hollywood Motion Picture Museum and the Darrell Waltrip Racing Experience – today announced a sponsorship agreement with The Pepsi Bottling Group (PBG).

Under the terms of the agreement, PBG will serve as the exclusive provider of water and soft drinks for the \$114 million tourism development in Pigeon Forge, Tenn. The sponsorship will include media support, truck back advertising, retail activation and on-site event marketing.

“Belle Island Village is honored to welcome Pepsi as a key sponsor of this development,” said Glen B. Bilbo, president of Southern Venue Development, LLC, which is overseeing the project. “We have a great deal of anticipation that this sponsorship will be mutually beneficial as our anticipated three million visitors annually can enjoy Pepsi products as part of their experience at Belle Island Village.”

“We are always looking for new ways to connect with the consumers who enjoy our products,” said Buddy Lewis, vice president and general manager of PBG’s Tennessee Market Unit. “Belle Island Village will be a terrific destination for people in Pigeon Forge and around the country, and we’re excited to be a part of it. We look forward to offering a wide range of desirable beverage choices to the millions of people who will soon visit. ”

Belle Island Village represents more than \$114 million in capital investment and will include more than 90 specialty shops and demonstration crafts, more than a dozen restaurants, several entertainment venues and other attractions, all laid out in a pedestrian-friendly design. Located throughout the Village will be 132 upscale hotel rooms and suites overlooking Belle Island Village and the Great Smoky Mountains.

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2 of 2 – Belle Island Village and The Pepsi Bottling Group

The Pepsi Bottling Group, Inc. (NYSE: PBG) is the world's largest manufacturer, seller and distributor of Pepsi-Cola beverages.

The company distributes a portfolio of products that includes some of the biggest brands in the beverage industry, including Pepsi, Diet Pepsi, Mountain Dew, Sierra Mist, Lipton Iced Tea, Aquafina, Sobe Life Water, Propel, G2 from Gatorade, Starbucks Frappuccino and AMP.

Based in Somers, NY, PBG had annual sales of nearly \$14 billion in 2007 and has approximately 70,000 employees across the U.S., Canada, Greece, Mexico, Russia, Spain and Turkey. The company operates 100 manufacturing facilities and more than 500 distribution centers. In the U.S., PBG has the exclusive right to manufacture, sell and distribute Pepsi-Cola beverages in all or a portion of 41 states and the District of Columbia.

More information about Belle Island Village can be located at www.belleisland.com. More information about PBG can be located at www.pbg.com.

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