

Press Release

Executive Diversity Services, Inc.
675 S. Lane St., Suite 305
Seattle, WA 98144

For more information contact:

Donna Stringer
E-mail: dstringer@executivediversity.com
Phone: 206-224-9293

For Immediate Release**LOCAL SMALL BUSINESS AND PEPSICO COLLABORATE TO WIN MAJOR BUSINESS AWARD**

Seattle, WA – (June 27, 2008) – Executive Diversity Services, Inc.(EDS), in partnership with Pepsico International, Training Management Corporation (TMC in Princeton, New Jersey), and Domino Perspectives (Galway, Ireland) has won an Excellence in Practice citation from the American Society for Training and Development (ASTD). The citation was granted for their entry *Building a Globally Inclusive Organization* in ASTD's Excellence in Practice competition.

Ninety-seven entries were submitted. Of those, 12 practices were selected to receive awards and 31 chosen for citations. According to ASTD, "Citations are presented for practices from which much can be learned." Awards are presented "for proven practices that meet a demonstrated need, have appropriate design values, are aligned with other performance improvement initiatives, and deliver clear and measurable results for their organizations.

EDS has been working with Pepsico to develop an inclusive culture throughout the entire corporation since 2000. Special emphasis has been placed upon working with the International since 2006. "PepsiCo has been a dream client: They are serious about creating a diverse and inclusive work environment. They are also intentional about developing products that are locally appropriate and respond to today's health-conscious consumer," said EDS President and founder, Dr. Donna Stringer.

EDS's work was reflected early this year in ground-breaking PepsiCo commercials that appeared during the pre-Super Bowl programming. The ads were conducted in American Sign Language with subtitles "for the signing impaired". The commercials' uniqueness created quite a bit of "buzz" for PepsiCo. The idea for the ads came from a member of the company's disabled employee network group. He put a demo video together and showed it to executives who loved it and approved using the idea. PepsiCo employees were the actors in the ads.

A change in the culture of the company during the past few years, which EDS helped create, has lead to an environment that is encouraging employees to offer suggestions that produce new products and marketing approaches that are substantially adding to PepsiCo's bottom line.

About Executive Diversity Services, Inc - EDS is an organizational development consulting firm that specializes in diversity, inclusion, and cross-cultural competence. EDS is a woman and minority owned firm located in Seattle, Washington and has been in business for 22 years. They serve clients throughout the globe.

For more information, see their website at: www.executivediversity.com. They can be contacted at 206-224-9293 or eds@executivediversity.com

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