



February 26, 2009

Chuck Goudie

WLS-TV
Via email

Dear Chuck,

I'm writing about your February 18 newscast, "Sign of the Times," which highlighted a Pepsi billboard as one of several posted "illegally" in the city of Chicago. Please know that this was a surprise to us. We had every assurance from the agency that erected the billboard that all required permits had been filed and approved, with all associated fees paid in full.

Our outdoor advertising is intended purely to inform and entertain, and the billboards we use are expected to comply with any and all local ordinances. So you can imagine our disappointment when we learned that the billboard at Kedzie, Logan Square (2616 Milwaukee Avenue) may not have had the necessary permits. The great thing about billboards, though, is that they come down almost as easily as they go up – and this one was taken down yesterday (February 25).

Thank you for bringing this issue to our attention. Pepsi has a proud history of giving back – making positive contributions in the communities in which we work and live – and we look forward to continuing to refresh the good people of Chicagoland.

Regards,

Nicole Bradley

Pepsi-Cola North America Beverages