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**Figment Creative Group Fulfills Tall Order  
for PepsiCo Chicago**

Michigan City, Indiana—PepsiCo has announced that it is changing the name of its Chicago operations from Quaker Tropicana Gatorade to PepsiCo Chicago, and the Fortune 100 company is again relying on Figment Creative Group to help them announce the news in a big way—including a two-story-tall window sign.

Figment Creative Group, the award-winning marketing and advertising firm based in Michigan City and Sedona, Arizona, has been chosen to design graphic standards for the Chicago based operations.

The project calls for the design of new logo, stationery suite and PowerPoint templates, writing and designing corporate standards, and designing a building full of signs—all signage inside and outside 16 floors of the Chicago operation headquarters located on West Monroe Street in downtown Chicago. And of course, the two-story tall outdoor window sign.

The project continues the collaboration between PepsiCo and Figment that has enjoyed continued success since 1995. "Figment Creative has earned our confidence at PepsiCo," said Mark Dollins, Senior Vice President, Public Affairs, PepsiCo Chicago. "Figment employs a creative wizardry that can translate a corporate concept into a design with flair and personality that is immediately recognizable."

PepsiCo is a world leader in convenient foods and beverages, with 2006 revenues of more than \$35 billion and 168,000 employees.

Figment Creative Group is a "virtual" marketing, advertising and communication agency—a network of independent professionals who are assembled into custom designed teams to meet specific client needs. Clients range from Fortune 100 companies to area businesses.

Figment is located at the Entrepreneur Center of Michigan City, 422 Franklin St., Michigan City, Indiana at 219-809-4200 x310, and online at figmentcreative.com. You can email Polly at polly@figmentcreative.com.

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