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Barbara Daugherty of Frito-Lay honored by NEW

NEW England named top regional committee at 2008 Summit

MINNEAPOLIS (Oct. 21, 2008) - Frito-Lay executive Barbara Daugherty was honored as regional committee member of the year at the Network of Executive Women's annual Summit October 21. Daugherty is the director of Frito-Lay's Merchandising Center of Excellence and the co-chair of the Network's Dallas/Ft. Worth regional committee. She accepted the NEW Bobbie O'Hare Regional Committee Member Award in front of more than 500 attendees attending the seventh annual NEW Summit in Minneapolis.

The Network also presented its first-ever Best of the Best Regional Team Award to the group's New England regional committee. Marilyn Tillinghast, senior vice president, chain sales and customer service for C&S Wholesale Grocers, accepted the award on behalf of the New England regional committee, which celebrated its fifth anniversary earlier this year.

Daugherty received her award from NEW President Alison Kenney Paul, a principal in the Retail and Consumer Products Practice at Deloitte. "Today we recognize an exceptional woman who has put her heart and soul into ensuring the success of her regional committee through passion and leadership," Paul said. "She has leveraged her extensive network within the industry to expand regional membership, and has raised half of the sponsorship dollars for the Dallas/Ft. Worth region. Her energetic 'can do' and 'will do' attitude is exactly what regional groups need."

The regional committee member award is named for NEW Regional Development Chair Bobbie O'Hare, vice president for business development of Johnson O'Hare Companies. Paul saluted O'Hare on stage, and said the Network was "thrilled to honor her legacy by naming this award for her. She has driven the creation of the Network's regional groups and championed their efforts. No one has given more."

The awards ceremony was one of the highlights of the seventh annual NEW Leadership Summit October 20-22 in Minneapolis. The record-setting Summit featured remarks by Jeff Noddle, CEO of SuperValu; Deloitte Vice Chair Cathleen Benko, co-author of *Mass Career Customization*; Jodee Kozlak, executive vice president of human resources for the Target Corp.; and marketing expert Amy-Curtis McIntyre, senior vice president for brand communications of Hyatt Hotels. Workshops addressed the theme, "The Workforce of the Future -- Are You Ready?"

About NEW

Founded in 2001, the Network of Executive Women, Consumer Products and Retail Industry, has more than 2,000 members from more than 400 companies and 53 corporate sponsors in 15 regions nationwide. For more information on the Network of Executive Women and its best practices, education, mentoring, networking and leadership development programs, visit www.newonline.org.

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Barb Daugherty was honored for her work with the Network of Executives in Dallas/Ft. Worth.

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