



Frito-Lay

August 8, 2011

Dear Mr. Daly,

I would like to sincerely thank you for the outstanding keynote address that you recently shared with our leadership team!

Your Motorvation framework truly resonated with those in attendance and set the stage for an outstanding conference – and beyond! Your insights on high performance teams have become part of our everyday language and culture. In particular, the vision that you shared for what separates winning teams from the rest of the pack on the starting grid in racing and then relating it to our business is something that continues to motivate us today!

Also, your willingness to return as a keynote speaker for a second time so that your message and insights could be shared directly with our broader organization was most appreciated!

On behalf of my entire team I thank you for inspiring us!

Sincerely,

Mike Zbuchalski
SVP, Frito-Lay Research & Development