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LOBBYING REPORT

Lobbying Disclosure Act of 1995 (Section 5) - All Filers Are Required to Complete This Page

1. Registrant name Alliance for American Advertising			
2. Address <input type="checkbox"/> Check if different than previously reported 555 12th Street, NW, Suite 710 Washington DC 20004 USA			
3. Principal place of business (if different than line 2) City State/Zip or Country			
4a. Contact Name	b. Telephone number	c. E-mail	5. Senate ID #
Ms. Karen Blitz	202-638-1101	kgb@davidsondc.com	293415-14
7. Client Name <input type="checkbox"/> Self			6. House ID #
Pepsico, Inc.			37455000

TYPE OF REPORT 8. Year 2005 Midyear (January 1-June 30) OR Year End (July 1-December 31)

9. Check if this filing amends a previously filed version of this report

10. Check if this is a Termination Report ⇨ Termination Date _____ 11. No Lobbying Activity

INCOME OR EXPENSES - Complete Either Line 12 OR Line 13

<p align="center">12. Lobbying Firms</p> <p>INCOME relating to lobbying activities for this reporting period was:</p> <p>Less than \$10,000 <input checked="" type="checkbox"/></p> <p>\$10,000 or more <input type="checkbox"/> ⇨ \$ _____</p> <p>Provide a good faith estimate, rounded to the nearest \$20,000, of all lobbying related income from the client (including all payments to the registrant by any other entity for lobbying activities on behalf of the client).</p>	<p align="center">13. Organizations</p> <p>EXPENSES relating to lobbying activities for this reporting period were:</p> <p>Less than \$10,000 <input type="checkbox"/></p> <p>\$10,000 or more <input type="checkbox"/> ⇨ \$ _____</p> <p>14. REPORTING METHOD. Check box to indicate expense accounting method. See instructions for description of option</p> <p><input type="checkbox"/> Method A. Reporting amounts using LDA definitions only</p> <p><input type="checkbox"/> Method B. Reporting amounts under section 6033(b)(8) or Internal Revenue Code</p> <p><input type="checkbox"/> Method C. Reporting amounts under section 162(e) of the Internal Revenue Code</p>
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Signature Karen Blitz Date 1/25/2006

Printed Name and Title Karen Blitz, Director
Filing #a1bd0527-5ebd-4b94-8733-77101c980d2b - Page 1 of 4

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Digitally signed by Karen Blitz
DN: cn = Karen Blitz, c = US, o = DST Actes Unaffiliated Individual
Reason: I attest to the accuracy and integrity of this document
Date: 2006.01.25 13:30:45-00



Registrant Name Alliance for American Advertising Client Name Pepsico, Inc.

LOBBYING ACTIVITY. Select as many codes as necessary to reflect the general issue areas in which the registrant is engaged in lobbying on behalf of the client during the reporting period. **Using a separate page for each code** information as requested. Attach additional page(s) as needed.

15. General issue area code ADV - Advertising (one per page)

16. Specific lobbying issues

H.R. 554 Personal Responsibility in Food Consumption Act
H.R. 4124 CAMRA Act
S. 1074 HELP America Act
S. 799 Prevention of Childhood Obesity Act
S. 1325 IMPACT Act
S. 1324 Childhood Obesity Reduction Act

17. House(s) of Congress and Federal agencies contacted Check if None

U.S. Senate
U.S. House of Representatives
Federal Trade Commission

18. Name of each individual who acted as a lobbyist in this issue area

Name	Covered Official Position (if applicable)
James Davidson	

19. Interest of each foreign entity in the specific issues listed on line 16 above Check if None

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Signature Document digitally signed on Page 1. Date 1/25/2006

