

EXHIBIT A



The image shows the front of a bag of Lay's Light Original Fat Free potato chips. The background is a gradient from light blue at the top to yellow at the bottom. At the top center is the Lay's logo, which consists of the word "Lay's" in white on a red ribbon, with "BRAND" in small letters below it, all set against a yellow circular background. To the right of the logo is the "Clean" logo in a blue script font. Below the logo, the word "Light" is written in a large, blue, cursive font, with a silhouette of a person jumping over the letter "i". Above "Light" is the phrase "ALL THE TASTE" in red, and below it is "1/2 the CALORIES OF REGULAR POTATO CHIPS" in red. To the right of "Light" is a circular seal that says "GUARANTEED FRESH" and "UNTIL PRINTED DATE". A yellow banner across the middle of the bag says "ORIGINAL" in white. Below that, a blue banner says "FAT FREE" and "Made with olestra". The bottom half of the bag features a photograph of several potato chips. A small text label near the chips says "CHIPS ENLARGED TO SHOW TEXTURE". In the bottom left corner, it says "POTATO CHIPS" and "NET WT. 9 1/2 OZ. (269.3g)". In the bottom right corner, there is a small circular logo with the letter "U".

Lay's
BRAND

Clean

ALL THE TASTE

LightTM

1/2 the **CALORIES**
OF REGULAR POTATO CHIPS

GUARANTEED FRESH
UNTIL PRINTED DATE

ORIGINAL

FAT FREE
Made with olestra

CHIPS ENLARGED
TO SHOW TEXTURE

POTATO CHIPS
NET WT. 9 1/2 OZ. (269.3g)

U

GUARANTEED FRESH
 Until printed date
 or this snack's on us.
 Questions or Comments?
 1-800-352-4477
 Weekdays
 9:00am to 4:30pm
 Central Time
 Please provide product name,
 bag size, date, price and numbers
 found below price for each package.

This package contains about
10 GREAT-TASTING servings!
 Calorie content has been reduced from
 150 to 75 calories per serving.

Nutrition Facts
 Serving Size 1 oz. (28g/About 20 chips)
 Servings Per Container About 10

Amount Per Serving		Calories from Fat 0	
		% Daily Value*	
Total Fat	0g		0%
Saturated Fat	0g		0%
Trans Fat	0g		
Cholesterol	0mg		0%
Sodium	200mg		8%
Total Carbohydrate	17g		6%
Dietary Fiber	1g		4%
Sugars	0g		
Protein	2g		
Vitamin A	0%	Vitamin C	10%
Calcium	0%	Iron	2%
Thiamin	2%	Niacin	4%
Vitamin B ₆	4%	Phosphorus	2%
Zinc	2%		

* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:
 Fat 9 • Carbohydrate 4 • Protein 4

Ingredients: Potatoes, Olestra, Salt, alpha-Tocopheryl Acetate (Vitamin E)*, Vitamin A Palmitate*, Tocopherols (to protect flavor), Vitamin K*, and Vitamin D*.

*Dietarily insignificant.
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 PLANO, TX 75024-4099
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 Visit our website @ fritolay.com



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ALL THE TASTE
Light
 1/2 the CALORIES
 OF REGULAR POTATO CHIPS

LAY'S[®] BRAND **Light**[™] Potato Chips deliver the irresistible great taste and satisfaction you expect from LAY'S[®] BRAND but with **NO FAT** and **HALF THE CALORIES** of regular potato chips!

How do we do it? We make LAY'S[®] BRAND **Light**[™] Potato Chips with Olean[®] BRAND fat free cooking oil (also known as olestra).

PRODUCT COMPARISON

PER 1 OZ. SERVING	FAT	CAL.	TASTE
LAY'S [®] BRAND Light Potato Chips	0g	75	100%
Regular Potato Chips	10g	150	100%

Try all the great-tasting varieties of Light snacks!

- RUFFLES[®] BRAND **Light**[™] Potato Chips
- DORITOS[®] BRAND **Light**[™] Tortilla Chips
- TOSTITOS[®] BRAND **Light**[™] Tortilla Chips