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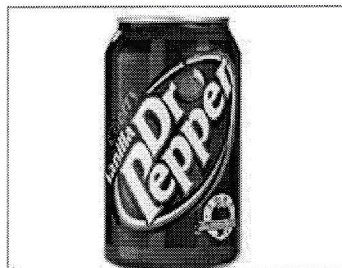
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 Reprint permissionDr Pepper Intros New
Flavors

October 14, 2004

By P. Kelly Smith

DALLAS Dr Pepper rolls out its new Fountain Classics line with the introduction of Cherry Vanilla Dr Pepper and Diet Cherry Vanilla Dr Pepper, the company said.



A national push is planned for January 2005.

The Plano, Texas-based bottler will release the two flavors in its heartland markets, with a national push planned for January 2005. Future fountain classics flavors will be introduced depending on consumer demand and tastes.

"We looked to consumers for insight when we developed Cherry Vanilla Dr Pepper and Diet Cherry Vanilla Dr Pepper," said Jim Trebilcock, Dr Pepper's senior vice president of consumer marketing. "Dr Pepper drinkers are always finding new ways to enjoy their Dr Pepper whether they add vanilla or cherry or other fountain flavors."

Advertising support for the launch includes one 15-second TV spot, 30- and 60-second radio ads and two outdoor executions. The TV campaign focuses on product imagery and features the tagline, "Tastes so good you get lost in it." Its soundtrack is set to Ella Fitzgerald's "Dream a Little Dream." Broadcast creative was handled by Young & Rubicam of New York, with outdoor components developed by Dallas' Seven.

Promotional efforts will feature hundreds of roller-

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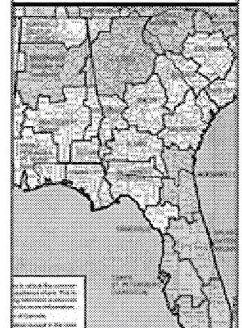
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