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DR PEPPER AND SUGARLAND TEAM UP TO GIVE FANS AN UNRIVALED ACADEMY OF COUNTRY MUSIC EXPERIENCE

Dr Pepper Continues its Support of the ACM Awards

PLANO, Texas (January 12, 2009) – Dr Pepper is giving one lucky fan an unrivaled experience at the 45th Annual Academy of Country Music Awards (ACM Awards) in Las Vegas this April. The winner and a guest will enjoy a weekend of country music with tickets to the awards show, as well as passes to a special Dr Pepper Welcome Reception with Sugarland and the post awards ACM All-Star Jam. Fans can enter for a chance to win at drpepper.com now through March 31.

“Country music and Dr Pepper share a strong fan base of Americans looking for an authentic experience,” explained Dave Fleming, director of marketing for Dr Pepper. “We are proud to continue our support of the Academy and partner with incredible talent to provide an unrivaled experience to our consumers.”

Dr Pepper is teaming up with popular country music recording group Sugarland to support its ACM Awards partnership, which has spanned more than a decade. In addition to appearing at the Dr Pepper Welcome Reception, Sugarland will be featured online and on product packaging and displays.

“We’re excited to partner with Dr Pepper to support such an important part of country music. We are big fans of its unique flavor and look forward to seeing our fans at our special performance,” said Jennifer Nettles of Sugarland.

The full promotion rules are available at drpepper.com. Entries must be received by March 31, 2010 to be eligible. The 45th Academy of Country Music Awards show airs Sunday, April 18 on CBS.

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About Dr Pepper

Dr Pepper, a brand of Dr Pepper Snapple Group (NYSE: DPS), is the oldest major soft drink in the United States. Since 1885, the 23 flavors of Dr Pepper have earned legions of fans that enjoy its unique, refreshing taste. The brand is available in Regular, Diet, Caffeine Free and Cherry varieties. DPS is a leading producer of flavored soft drinks, marketing Dr Pepper and 50-plus other beverage brands across North America and the Caribbean. For more information on Dr Pepper, visit www.drpepper.com or www.drpeppersnapple.com.

About the Academy of Country Music Awards

The 45th ACADEMY OF COUNTRY MUSIC AWARDS is dedicated to honoring and showcasing the biggest names and emerging talent in the country music industry. The show is produced for television by **dick clark productions** and will be broadcast LIVE from the MGM Grand Garden Arena in Las Vegas Sunday, April 18, 2010 at 8:00 PM live ET/delayed PT on the CBS Television Network. Orly Adelson and R.A. Clark are executive producers, Barry Adelman is producer and Bob Bardo is executive in charge of production.