



FOR IMMEDIATE RELEASE

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**FINISHING TOUCHES ARE BEING MADE
TO WORLD'S LARGEST BUBBLE-SHAPED RECORDING STUDIO
ON HUDSON RIVER PARK'S PIER 54 IN NEW YORK CITY**

Epic Recording Artists Cartel to Call Bubble Home for Almost a Month

**55,000 Pound Bubble Will Serve as Backdrop for
Dr Pepper Band in a Bubble Live Event and MTV Music Special**

NEW YORK – May 16, 2007 – Construction on a 55,000 pound, approximately 2,000-square-foot bubble – the future site for the Dr Pepper Band in a Bubble multimedia event and MTV music special – is wrapping up at Hudson River Park's Pier 54 in New York City. Construction is projected to be complete early next week on May 21. Epic recording artists Cartel, a five-member Atlanta-based band, will be sealed in the bubble from May 24 to June 12 to record the follow-up to their breakthrough debut album, CHROMA.

The bubble was designed by internationally renowned architecture firm TPG Architecture [TPG]. The structure will house Will Pugh, Joseph Pepper, Nic Hudson, Kevin Sanders and Jeff Lett, the five members of Epic's explosive band Cartel, for almost a month while they record their new album in the spotlight of an MTV music special, "Band in a Bubble Presented by Dr Pepper," with special access streamed round-the-clock at www.drpepperbubble.com

"The bubble is a futuristic, state-of-the-art recording studio, television program set and the ultimate bachelor pad, all rolled into one," said Andrew Springate, vice president of marketing for Dr Pepper. "It will be rigged with 23 web cameras so that consumers can get special access to Cartel's every move from every angle of this amazing structure online at www.drpepperbubble.com."

A DESIGN THAT POPS

The bubble, inspired by the way many small bubbles build up together in a freshly-opened bottle of Dr Pepper, incorporates 55,000 pounds of steel truss and a quarter-inch-thick fire-proof rigid fiber glass – equal in weight to almost 15 New York City yellow cabs. Fourteen laser-cut wedge panels make up the main frame of the structure and three semi-circular steel arches loop around the bubble and provide a flowing aesthetic to its overall design.

"The entire structure is an exercise in branding. TPG approached the challenge of creating a fully branded, yet fully functional, structure with the sum of its expertise in architectural design, broadcast design, branding and graphics and retail design," said Armando Gallardo, director of architecture, TPG. "The dwelling needed to provide a space for a theatrical event as well as act as an autonomous recording studio structure."

Designed with multiple New York locations in mind, the structure needed to be flexible and completely modular so it could be broken down and transported easily to the site of Dr Pepper Band in a Bubble. The entire structure was fabricated in Norwalk, CT, by contractor firm ShowMotion, Inc. [SMI]. Supported by its own power generator and water tank, the bubble walls sport six inches of heavily padded acoustical foam that renders the structure nearly sound-proof. Once complete, the structure was disassembled and transported to the final site at Hudson River Park's Pier 54 via 20 cargo flatbed trucks between the hours of midnight and 5 a.m. over a three week period.

"When we first approached TPG, we were looking for a structure that would not only be aesthetically innovative, but would also allow easy interaction with fans so that they could feel close to the band and engage with them," said Lee Doyle, chief executive officer of Mediaedge:cia North America. "Being able to marry the Dr Pepper brand with a design that worked both in broadcast and online was paramount in our brief and we are delighted that TPG managed to make the dream a reality."

For 20 days, Cartel will write, record and produce their next album while residing in this prime piece of New York City real estate overlooking the Hudson River. During their bubble stay, the band will have access to all modern amenities such as a kitchen donated by luxury appliance manufacturer Fisher & Paykel; as well as a spacious dining area and custom-designed bar; a small bathroom and an informal lounge area, which provides an ideal space for relaxing, impromptu jam sessions and interacting with fans.

A giant pod, elevated nine feet off the ground and hung in place by airplane hangar cables, provides a private space for interaction among band members. This mezzanine level, or "Sleeping Bubble," will house bunk beds to accommodate all five members of Cartel. The bubble, from its outer skin through its thick insulation and camera-friendly grey vinyl lining, is ideally suitable for jamming, recording and the taping of a television show.

FIZZING WITH CARTEL FANS

Dr Pepper Band in a Bubble will give fans exclusive, intimate access to Cartel online at www.drpepperbubble.com. By purchasing Dr Pepper, fans can gain special access to 23 Web cameras located throughout the bubble, and can enter for a chance to win cool prizes, including a trip to New York for the "burst" concert on June 12.

And fans can witness Cartel's life in the bubble via four 30-minute "Band in a Bubble presented by Dr Pepper" music specials on MTV, produced by Mediaedge:cia and True Entertainment, an Endemol company. The first show will air live at 11 p.m. EDT on May 24, featuring Cartel as they prepare for and enter the bubble. Three additional episodes will chronicle Cartel's experience in the bubble as they create their album. All episodes will be available on-demand at MTV.com.

"The bubble is a great stage for a unique event; It creates an opportunity for us to provide multiple, intimate vantage points on MTV, MTV.com and on-site for our viewers who want to witness the process of creating music first-hand. MTV's music special, "Band in a Bubble presented by Dr Pepper," will be a fascinating forum for our viewers and the bubble's New York City location provides non-stop direct contact with one of today's most promising bands. It's a terrific backdrop for our music special," said Tim Rosta, senior vice president, integrated marketing, MTV.

A specially designed “airlock,” located on the right front side of the bubble, will allow fans and special guests to interact with the band while they are in the bubble and will also serve as the main entrance. Additionally, the expansive 24-foot by 15-foot semi-circular front window will provide a transparent view of the bubble at all times so fans on-site can view Cartel in the bubble round the clock. The window is equipped with a clever two-way speaker and sliding bank teller box so that visitors can chat with the band members or deliver special treats.

“We’re doing something that’s never been done before and that’s exciting,” said Cartel frontman Will Pugh. “Making an album is a very personal and emotional experience, and in the past we’ve never wanted anyone around when writing or recording. But given that this is probably the biggest opportunity we’ll ever have to show the world what we’re made of, we can’t wait to invite the fans into both the studio and our lives.”

The bubble grounds, located on Hudson River Park’s Pier 54, will be open to the public and free-of-charge. To find out more about Cartel or Dr Pepper Band in a Bubble, please visit www.drpepperbubble.com.

NOTE TO EDITOR: To learn more about the Bubble, all media must schedule a guided tour by contacting (646) 935-3991. Any media who arrive at the Bubble unaccompanied will be asked to wait for a PR representative.

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About Dr Pepper

Dr Pepper is a leading brand in the beverage portfolio of Plano, Texas-based Cadbury Schweppes Americas Beverages (CSAB), a subsidiary division of Cadbury Schweppes plc (NYSE: CSG). CSAB is one of the largest producers of soft drinks and premium beverages in the Americas. CSAB’s brand portfolio includes Dr Pepper, 7UP, Snapple, Mott’s Apple Juice, RC Cola, A&W Root Beer, Sunkist Soda, Canada Dry, Hawaiian Punch, Schweppes, Diet Rite, Clamato, Mr & Mrs T Mixers, Holland House Mixers, Rose’s, Mystic, Yoo-hoo, Orangina, IBC, Stewart’s, Nantucket Nectars and other well-known consumer brands. For additional information on CSAB and its products, visit <http://www.brandspeoplelove.com/>.

About MTV

MTV Networks, a unit of Viacom (NYSE: VIA, VIA.B), is one of the world’s leading creators of programming and content across all media platforms. MTV Networks, with more than 130 channels worldwide, owns and operates the following television programming services – MTV: MUSIC TELEVISION, MTV2, VH1, mtvU, NICKELODEON, NICK at NITE, COMEDY CENTRAL, TV LAND, SPIKE TV, CMT, NOGGIN, VH1 CLASSIC, LOGO, MTVN INTERNATIONAL and THE DIGITAL SUITE FROM MTV NETWORKS, a package of 13 digital services, all of which are trademarks of MTV Networks. MTV Networks connects with its audiences through its robust consumer products businesses and its more than 200 interactive properties worldwide, including online, broadband, wireless and interactive television services. The network also has licensing agreements, joint ventures, and syndication deals whereby all of its programming services can be seen worldwide.

About EPIC RECORDS

EPIC RECORDS, a division of SONY BMG Entertainment, is the creative music habitat of some of today’s most vital musical artists. The company is home to chart-topping artists and trailblazing icons such as Modest Mouse, Incubus, Natasha Bedingfield, The Fray, Augustana, Franz Ferdinand, Ozzy Osbourne, Los Lonely Boys, Ben Folds, Tori Amos, Shakira, Wyclef Jean, Fiona Apple and Jennifer Lopez. Epic’s hot newcomers include Atlanta punk pop band Cartel, hip-hop artist Yung Berg, bi-lingual Latin trio The Dey, pop singer-songwriter/pianist Nikki Flores, charismatic singer-songwriter Sara Bareilles and fiery dancehall diva Kat De Luna. Epic recently partnered with MTV to re-launch Latin supergroup Menudo.

About Mediaedge:cia

Mediaedge:cia (MEC) is the first global communications planning and implementation agency. MEC gets consumers actively engaged with its clients' brands leading to relevant awareness, deeper relationships and stronger sales. MEC services include consumer insight and ROI, communications planning, media planning and buying, interaction (digital, direct, search), sponsorship consultancy and activation, retail consultancy, branded content and entertainment marketing. MEC's 4,500 highly talented and motivated people work with local, regional and global clients from 210 offices in 76 countries. MEC is a founding partner of GroupM, WPP's media investment management group. For further information, visit www.mecglobal.com

About True Entertainment/Endemol

True Entertainment has staked out a leading position at the intersection of fact and fiction. Whether it's reality TV, documentary series, game shows or movies, True Entertainment uses powerful storytelling to transcend the limits of genre. In 2003, True merged with Endemol, the international production giant and creator of such global television phenomena as Deal Or No Deal, Extreme Makeover: Home Edition, Big Brother and Fear Factor. The alliance with Endemol greatly expands True's international reach. The founding partners of True Entertainment, Glenda Hersh and Steven Weinstock, are trailblazers in the field of documentary television, having created such groundbreaking series as TRAUMA: LIFE IN THE ER (TLC), and THE SEASON (ESPN).

About TPG Architecture

TPG was founded in 1979 and has grown from its initial dual partnership to a design firm of over 250 staff, with offices in New York City, Long Island, London and Ecuador. While its core competencies are in corporate and retail design (ranked 5th and 8th respectively, according to Interior Design's Giants survey, Jan. 2007), the firm has cultivated practice groups in broadcast, architecture, healthcare and branding and graphics. TPG is currently working on the headquarters relocation of EMI Music Publishing, to be located in the Chelsea Market building; the new League headquarters for the NHL; Landmark and retail restoration at The Plaza Hotel; and the relocation of WNYC to a new space at the corner of Varick and Charleton, which will feature a ground level performance space.

About ShowMotion, Inc.

Since the company was launched in 1993, Bill Mensching's ShowMotion has proven to be the bedrock of set construction for Broadway and beyond. This full-service shop, located in Norwalk, CT, specializes in high-tech engineering, sophisticated motion control, steel and wood fabrication, and the building, painting, and electrifying of scenic elements for everything from live entertainment and industrial shows to themed environments and amusement parks. Broadway musicals, ranging from 42nd Street and The Producers to the complicated scenic carousel designed by John Napier for Jane Eyre, prove how Mensching and ShowMotion step up to the plate and repeatedly solve the most challenging problems with technically sound solutions. Recent musicals also include Jersey Boys and Legally Blonde. For more information, please visit <http://www.showmotion.com/index.html> .

About Hudson River Park's Pier 54 and RiverRocks

Hudson River Park's Pier 54 has been featuring shows with emerging talent for a number of years as part of its RiverRocks concert series. The series started in 2001 and focused on bands that were on the verge of making it big. Since then, the RiverRocks series and the Hudson River Park's Pier 54 venue have continued to grow in stature.