



band in a bubble: **THE MUSIC SPECIAL**

Millions of music fans will tune in to watch the members of rising band Cartel have their lives taped and broadcast on MTV as a music special, "Band in a Bubble presented by Dr Pepper." Along with special access at www.drpeppertbubble.com, MTV will give fans an intimate look into the creation of an album during four 30-minute episodes airing on MTV and available on-demand at MTV.com.

Becoming the Band in a Bubble.

The first episode of the MTV music special will be a live broadcast of Cartel entering the transparent Bubble at 11 p.m. EDT on May 24. The show will open live and introduce pre-produced footage of the band preparing for life in the Bubble. The show will conclude in a live broadcast of the band's Red Carpet arrival and emotional goodbyes to loved ones before being literally sealed inside!

And There's More.

Three additional 30-minute episodes will air on MTV chronicling Cartel's experience in the Bubble as they create and record an album. All episodes will be available on-demand at MTV.com.

Extreme Reality.

Produced by Mediaedge:cia and True Entertainment, an Endemol company, Dr Pepper Band in a Bubble will deliver the ultimate music experience online and on-air.

Rock Around the Clock.

Ever feel like someone's watching you? Starting May 24, fans who buy Dr Pepper get special access to view the members of Cartel around the clock at www.drpepperbubble.com. Web cams will be strategically located inside the Bubble's common areas, bedrooms and even the bathroom! And beginning May 11, fans can enter codes from Dr Pepper products to win great prizes.

Up Close and Personal.

For almost a month, every aspect of Cartel's creative process will be captured live on video. Fans will witness the agony and the ecstasy of creating a hit CD while special access at www.drpepperbubble.com will provide an opportunity to interact with band members online.

Surprise Guests.

An "airlock" will permit special guests access to the Band in a Bubble on a periodic basis. You never know who will show up to jam with the band, offer advice or deliver a four-star meal through the Bubble's sliding bank-teller box. Go to www.drpepperbubble.com for special access to see what's happening at the Bubble!

The Burst.

Cartel will burst from the Bubble on June 12 via a live MTV broadcast. The show will feature interviews, footage from the band's last days in the Bubble as they finish their album and a look at the grand finale concert. During the concert event Cartel will perform music from the new album they created in the Bubble, including the first single. The full album will be available for sale everywhere on July 24.