



*** * * MEDIA ADVISORY * * ***

MEMORIAL DAY BEACH BASH WITH CARTEL AT DR PEPPER BAND IN A BUBBLE

CARTEL PARTIES WITH FANS AND FRIENDS AT HUDSON RIVER PARK'S PIER 54 IN NEW YORK CITY

WHAT: Cartel, the Dr Pepper Band in a Bubble, will celebrate Memorial Day by throwing a huge beach bash at their new bubble home on Hudson River Park's Pier 54! Spend the three-day weekend rocking out with Cartel and Dr Pepper – fans might even end up on Cartel's MTV music special! Volleyball, FREE food, plenty of FREE Dr Pepper and contests judged by Cartel will make this the biggest Memorial Day party of the year!

Broadcast/photo opportunities include:

- Visuals of Cartel inside the bubble, interacting with fans
- Visuals of beach party scene, volleyball tournament
- Visuals of contests being judged by the band from inside the Bubble

WHO: Epic recording artists **Cartel** including, singer and keyboard player **Will Pugh**, guitarists **Joseph Pepper** and **Nic Hudson**, bass player **Jeff Lett** and drummer **Kevin Sanders**, and their fans and friends.

WHEN: **Monday, May 28, 2007**
2:00 p.m. to 5:00 p.m.

WHERE: **Hudson River Park's Pier 54**
Westside Highway and 13th Street
New York, NY 10014

DETAIL: Dr Pepper, MTV, and Epic recording artists Cartel are giving music fans more of what they want this summer...a first-time, real-time look into the making of the band's newest album during Dr Pepper Band in a Bubble. In what is sure to be the most talked-about music event of the year, Cartel will be sealed inside a huge transparent bubble on Hudson River Park's Pier 54 in New York City from May 24 through June 12, and every move they make will be live for the world to see as they eat, breathe, sleep and record the follow-up to their breakthrough debut album, CHROMA. Web cameras will stream live content on www.drpepperbubble.com and the event will air as a music special with four 30-minute episodes on MTV. To view the online press kit, please visit: <http://onekit.enr-corp.com/1001772/index.html>.

CONTACT: To schedule an interview with Cartel, please contact the following:

Prior to Monday, May 28:

Band in a Bubble Media Hotline
(646) 935-3991
DrPepperBubble@ketchum.com

Monday, May 28:

Marisa Lalli
646-935-4180
marisa.lalli@ketchum.com

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