



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

CARTEL TO BURST FROM THE DR PEPPER BAND IN A BUBBLE ON JUNE 12TH

ROCK CONCERT TO SERVE AS GRAND FINALE TO MULTI-MEDIA EVENT AND MTV MUSIC SPECIAL

WHAT: Epic recording artists **Cartel** will “burst” from the **Dr Pepper Band in a Bubble**, located at Hudson River Park’s Pier 54 in New York City on June 12, 2007 and perform a live rock concert of new songs recorded during their 20 days inside their bubble home/recording studio. The concert will be streamed live on drpepperbubble.com and a portion of the concert can be viewed live on MTV during the finale to the four-part music special “Band in a Bubble presented by Dr Pepper.” The event will officially kick-off **Hudson River Park’s RiverRocks** summer concert series presented by Dr Pepper.

Broadcast/photo opportunities include:

- Visuals of Cartel inside the bubble
- Visuals of Cartel exiting the bubble
- Visuals of Cartel performing outside the bubble
- Visuals of enthusiastic Cartel fans enjoying the concert

WHO: Epic recording artists **Cartel**: singer and keyboard player **Will Pugh**, guitarists **Joseph Pepper** and **Nic Hudson**, bass player **Jeff Lett** and drummer **Kevin Sanders**. Key executives will also be available for phone interviews: **Andrew Springate**, vice president of marketing, Dr Pepper; **Tim Rosta**, senior vice president, integrated marketing, MTV; **Doug McVehil**, vice president, digital media marketing and promotion, Epic Records; and **Lee Doyle**, chief executive officer of Mediaedge:cia North America.

WHEN: **June 12, 2007 at 8:00 pm EDT**

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. Cartel has been sealed inside a huge transparent bubble on Hudson River Park’s Pier 54 in New York City since May 24 so that every move they make is live for the world to see as they eat, breathe, sleep and record the follow-up to their breakthrough debut album, CHROMA. Web cameras are streaming live content on www.drpepperbubble.com and the event is scheduled to air as a music special with four 30-minute episodes on MTV, culminating in a live concert on June 12.

To view the online press kit, please visit <http://onekit.enr-corp.com/1001772/index.html>.

CONTACT: To schedule an interview with Cartel or key executives, please contact:

Band in a Bubble Media Hotline
(646) 935-3991
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