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## **MEET EPIC RECORDING ARTISTS CARTEL – THE BAND IN DR PEPPER BAND IN A BUBBLE**

**CARTEL TO CALL BUBBLE AT HUDSON RIVER PARK’S PIER 54 HOME  
FOR ALMOST A MONTH AS THEY RECORD THEIR NEXT ALBUM**

**MTV WILL AIR FOUR-PART MUSIC SPECIAL AND EXCLUSIVE ACCESS  
WILL BE AVAILABLE AT [WWW.DRPEPPERBUBBLE.COM](http://WWW.DRPEPPERBUBBLE.COM)**

**WHAT:** Epic recording artists **Cartel**, THE band in the bubble, is available for exclusive interviews during their 20 day stint in their circular habitat, located at Hudson River Park’s Pier 54 in New York City. Learn about Cartel’s life inside the bubble as they get to know their fans, have their recording sessions taped and broadcast on MTV as part of a four episode music special, “Band in a Bubble presented by Dr Pepper,” and as every moment of their experience is streamed live online at [www.drpepperbubble.com](http://www.drpepperbubble.com).

**Broadcast/photo opportunities include:**

- Visuals of Cartel inside the bubble
- Cartel describing their time in the bubble
- Visuals of celebrity guests and well-known musicians visiting and jamming with Cartel
- Interviews with key executives from Dr Pepper, MTV, Epic and Mediaedge:cia

**WHO:** **THE Band in the Bubble – 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**.

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:** **Friday, May 25, 2007 – Tuesday, June 12, 2007**

**WHERE:** **Hudson River Park’s Pier 54**  
Westside Highway and 13<sup>th</sup> 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](http://www.drpepperbubble.com) and the event will air as a music special with four 30-minute episodes on MTV.

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

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

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