



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

JOIN US AS CARTEL ENTERS THE BUBBLE ON THURSDAY, MAY 24

**CATCH CARTEL'S RED CARPET ENTRANCE AT PIER 54
AS THEY ENTER DR PEPPER BAND IN A BUBBLE
TO RECORD THEIR NEXT ALBUM**

WHAT: Epic recording artists **Cartel** will take part in a red carpet event at New York's Hudson River Park's Pier 54 as Cartel enters the Bubble. Cartel's entrance will be **broadcast live on MTV at 11 p.m. EDT** as part of a four episode music special, "Band in a Bubble presented by Dr Pepper" and will be shown live online at www.drpepperbubble.com.

Broadcast/photo opportunities include:

- Visuals of Cartel on the red carpet
- Visuals of Cartel entering the Bubble and being sealed inside for almost a month
- 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 on-hand for 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: **Thursday, May 24, 2007**
9:00 p.m. EDT
Bubble Entrance at Pier 54

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

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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.

CONTACT: To learn more or to schedule an interview with Cartel or key executives before the entrance, please contact the following:

Prior to May 24:

Band in a Bubble Media Hotline
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