

FACT SHEET – Voting



Stage 7: Three Flavors Enter – One DEW Stays. The Power is in Your Hands.

- The three new Mountain Dew flavors – MOUNTAIN DEW® DISTORTION™, MOUNTAIN DEW® WHITE OUT™ and MOUNTAIN DEW® TYPHOON™ – hit shelves nationwide April 19. For eight weeks, all consumers will have the opportunity to taste the new DEW flavors and vote on their favorite. The flavor with the most votes will become the next official member of the DEW family.
- Mountain Dew will use both social networking and traditional media to conduct a two-tiered product rollout. Consumers will remain involved in all aspects of this process, from advertising to product launch.
- In February, DEW Labs™ members were polled about their favorite websites. After gathering that information, potential media partners were invited to pitch their business to the DEW Labs community, rather than the Mountain Dew brand team, for the opportunity to promote the DEWmocracy flavors. Representatives from several targeted websites (as chosen by the Flavor Nations) told the Flavor Nations why they were the best outlet to advertise the new DEW flavors. After all of the meetings, DEW Labs members ranked their favorite partners. The result: CollegeHumor, The Onion, CraveOnline and Funny or Die (among others) will be working with each Flavor Nation on their campaigns and the winning product launch.
- Flavor Nations will get competitive as they prepare to fight for the allegiance of DEW fans. Flavor Nations will rally friends, family members and the consumers across the country to vote for their product. National advertising will support the rallies and the DEW online community will develop a launch plan for the winning product. To participate and cast your vote, visit www.dewmocracy.com.

For more information: www.dewmocracymediahub.com

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