

FACT SHEET – DEW Labs



DEW Labs™ : The Social Network for the Avid DEW Drinker

Overview:

DEW Labs™ is an online community of more than 4,000 of the most innovative and die-hard Mountain Dew fans who all share an enthusiasm and infatuation for the brand.

DEW Labs was created during the first stage of DEWmocracy 2, when Mountain Dew noticed, more than ever, that DEW fans had a powerful voice and wanted a place to communicate with fellow brand enthusiasts.

The brand extended invitations to DEW fans online and by e-mail. A short questionnaire then screened for those who considered DEW their top beverage of choice, drank it at least a few times a week and were social media-savvy.

The purpose of DEW Labs is to put the future of the Mountain Dew brand's newest product in the hands of the DEW Labs community through the use of discussions, polls, live chats and other online communication tools.

What DEW Labs Members Receive:

Each DEW Labs member has a personal profile and can share information and connect with other DEW Labs members.

DEW Labs members have access to and can participate in:

- **DISCUSSIONS:** Members share their opinions and ideas on any given topic created by the site's moderator, and are able to keep an open dialogue with other DEW Labs members.
- **POLLS:** Using feedback from the discussions, polls are created to expand on the ideas that stand out in the discussion boards. DEW Labs members are then sent polls, which ask more in-depth questions to help bring DEW Labs members ideas to life.
- **LIVE CHATS:** Members have access to chat directly with the Mountain Dew brand team. During these chats, members can ask questions, share ideas and get to know the people behind their favorite soft-drink.
- **ACTIVITIES:** Members can easily keep track and re-visit the latest activity on the DEW Labs site by referencing their list of current activities. These activities can include a recent poll the member needs to complete or an announcement for a new competition.
- **DEW NEWS:** Members get the 4-1-1 on the latest Mountain Dew news on the Dew Labs site, including new campaigns, competitions and announcements.

Contact:

Bart Casabona, Mountain Dew Communications
(914) 253-2027, bart.casabona@pepsi.com

Amanda Sirianni, Coyne Public Relations
(212) 938-0166, asirianni@coynepr.com