

FACT SHEET – Flavor Nations



The Gloves are Off...Flavor Nations Compete for their Favorite Flavor to Win

Three flavors enter – one DEW stays. The power is in YOUR hands.

The Competition Begins

Three winning flavors have been chosen, and now is the time for fans to decide which Flavor Nation they want to join: MOUNTAIN DEW® DISTORTION™, MOUNTAIN DEW® WHITE OUT™ or MOUNTAIN DEW® TYPHOON™. The Flavor Nations, made up of super DEW fans from across the country, have led almost every key decision for the product, including flavor, color, name, label design and advertising.

The Flavor Nations will now get competitive as they prepare to fight for the allegiance of DEW fans. Once their products hit store shelves in April, each Flavor Nation will rally friends, family and the rest of the country to vote for their product. National advertising will support the rallies. The flavor with the most votes will join the DEW family.

How To Get Involved

In the end, only one Flavor Nation – and new DEW flavor – will be left standing! With this honor up for grabs, Flavor Nations are taking advantage of all social media to promote their candidate, including:

- Facebook - Each Flavor Nation developed its own Facebook fan page that includes photos, discussions and information
- Twitter - Fans can become followers and share up-to-date information on how they can help promote their Flavor Nation
- YouTube - A variety of YouTube videos can be found from people creatively expressing why they feel their flavor should be the next Mountain Dew member

Where Can You Go To Advocate A Flavor Nation?

- **Mountain Dew Distortion**
Twitter: [@MtDewDistortion](https://twitter.com/MtDewDistortion)
Facebook: <http://www.facebook.com/#!/pages/Mountain-Dew-Distortion/275366419071>
- **Mountain Dew White Out**
Twitter: [@MtnDewWhiteOut](https://twitter.com/MtnDewWhiteOut)
Facebook: <http://www.facebook.com/pages/Mountain-Dew-White-Out/312499260335?ref=ts>
- **Mountain Dew Typhoon**
Twitter: [@MtnDewTyphoon](https://twitter.com/MtnDewTyphoon)
Facebook: <http://www.facebook.com/pages/Mountain-Dew-Typhoon/280770261157>

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