

FACT SHEET - DEWMOCRACY 2 Flavor Finalists



Introducing the three finalists of DEWmocracy 2: MOUNTAIN DEW® DISTORTION™, MOUNTAIN DEW® WHITE OUT™ and MOUNTAIN DEW® TYPHOON™.

Each DEW was created by “Flavor Nations” made up entirely of the most passionate fans of Mountain Dew. They decided on the flavor, color, name, package design and ad campaign. The polls are now open for eight weeks, and consumers nationwide can taste and vote for their favorite flavor.

Only one flavor will survive and be announced Labor Day 2010, as the next member of the Mountain Dew family. Visit www.dewmocracy.com to cast your vote and for additional information on how you can participate in the campaign. Three flavors enter – one DEW stays.

MOUNTAIN DEW DISTORTION



PRODUCT INFORMATION:

- Flavor: Lime Blasted DEW
- Packaging: 20-oz bottles, 12-oz cans

CAMPAIGN INFORMATION:

- Winning Advertising Agency: animaticmedia
- Winning Designer: Ben Stone
- Winning Color: Deep Green

MOUNTAIN DEW WHITE OUT



PRODUCT INFORMATION:

- Flavor: Smooth Citrus DEW
- Packaging: 20-oz bottles, 12-oz cans

CAMPAIGN INFORMATION:

- Winning Advertising Agency: dewdadew
- Winning Designer: Andre Zottolo
- Winning Color: White Flash

MOUNTAIN DEW TYPHOON



PRODUCT INFORMATION:

- Flavor: Punch of Tropical DEW
- Packaging: 20-oz bottles, 12-oz cans

CAMPAIGN INFORMATION:

- Winning Advertising Agency: Crashtest productions
- Winning Designer: Shanea Wisler
- Winning Color: Red Cloud

AVAILABILITY: Available nationwide through June

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