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Dr Pepper Snapple Dials the Flavor up to "TEN" with Five New Low-Calorie Sodas

7UP TEN[®], A&W TEN[®], Sunkist[®] TEN[™] Soda, Canada Dry TEN[®] and RC TEN[®] launch in January, offering great taste and only 10 calories per serving

PLANO, Texas--(BUSINESS WIRE)-- Need a reason to enjoy soft drinks in the New Year? How about TEN? Next month, Dr Pepper Snapple Group (NYSE:DPS) is introducing 10-calorie versions of five of its most popular soda brands.



With the launch of 7UP TEN[®], A&W TEN[®] Root Beer, Sunkist[®] TEN[™] Orang Soda, Canada Dry TEN[®] Ginger Ale, and RC TEN[®] Cola, DPS says consumers can *get both* the great taste they love in their favorite soft drinks and low calories. The sodas use a unique blend of caloric and non-caloric sweeteners to deliver a full flavor with only 10 calories per 12 oz. serving.

The new sodas follow up the successful launch last year of Dr Pepper TEN[®], which is enjoying strong trial and repeat purchase rates. The five new TEN[™] products were tested throughout 2012 in several markets and have received a strong response, with 40 percent of sales incremental to the soft drink category.

The TEN platform gives DPS clear ownership of a previously uncharted space in the U.S. soft drink category — low-calorie sodas, which are neither traditional diet soft drinks nor considered "mid-calorie" offerings. The company is targeting consumers 25-39 years old who love regular soda but have cut back their consumption because they are watching their calories.

"We truly believe we've hit the sweet spot with our TEN products, providing both a fully satisfying flavor and low calories," said Jim Trebilcock, executive vice president of marketing for DPS. "This new platform gives shoppers a great tasting experience and a reason to visit the soda aisle and enjoy the brands they love more often."

The five new TEN products will be available in January at select retailers across the country. DPS expects to have broad national distribution ahead of an advertising campaign breaking in March. For more information, visit TenGetBoth.com.

About Dr Pepper Snapple Group

Dr Pepper Snapple Group (NYSE: DPS) is the leading producer of flavored beverages in North America and the Caribbean. Our success is fueled by more than 50 brands that are synonymous with refreshment, fun and flavor. We have 6 of the top 10 non-cola soft drinks, and 11 of our 14 leading brands are No. 1 in their flavor categories. In addition to our flagship Dr Pepper and Snapple brands, our portfolio includes 7UP, A&W, Canada Dry, Clamato, Crush, Hawaiian Punch, Mott's, Mr & Mrs T mixers, Peñafiel, Rose's, Schweppes, Squirt and Sunkist soda. To learn more about our iconic brands and Plano, Texas-based company, please visit DrPepperSnapple.com. For our latest news and updates, follow us at [Facebook.com/DrPepperSnapple](https://www.facebook.com/DrPepperSnapple) or [Twitter.com/DrPepperSnapple](https://twitter.com/DrPepperSnapple).

This January, Dr Pepper Snapple Group is launching 10-calorie versions of five of its most popular soda brands, including 7UP TEN[®] (pictured), A&W TEN[®], Sunkist[®] TEN[™] Soda, Canada Dry TEN[®] and RC TEN[®] (Photo: Business Wire)

are No. 1 in their flavor categories. In addition to our flagship Dr Pepper and Snapple brands, our portfolio includes 7UP, A&W, Canada Dry, Clamato, Crush, Hawaiian Punch, Mott's, Mr & Mrs T mixers, Peñafiel, Rose's, Schweppes, Squirt and Sunkist soda. To learn more about our iconic brands and Plano, Texas-based company, please visit DrPepperSnapple.com. For our latest news and updates, follow us at [Facebook.com/DrPepperSnapple](https://www.facebook.com/DrPepperSnapple) or [Twitter.com/DrPepperSnapple](https://twitter.com/DrPepperSnapple).

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