



News Releases

Venom Energy Drink Scores With Major Sports Superstars

PLANO, Texas, June 11 /PRNewswire-FirstCall/ -- Venom Energy, the newest energy drink from Dr Pepper Snapple Group, gathered an unprecedented team of athletes from all across the country to promote its brand. As a beverage designed to deliver hardcore energy, Venom Energy could not be contained to just one sport. Venom Energy scoured major sports to recruit athletes who could live up to the brand.

The new Venom Energy athletes are:

- Joe Johnson, Atlanta
- Adam Jones, Baltimore
- Milan Lucic, Boston
- Lance Briggs, Chicago
- DeMarcus Ware, Dallas
- Kenyon Martin, Denver
- Pavel Datsyuk, Detroit
- Lance Berkman, Houston
- Jordan Farmar, Los Angeles
- Joey Porter, Miami
- Max Talbot, Pittsburgh
- Roger Mason, San Antonio
- Patrick Willis, San Francisco
- Lofa Tatupu, Seattle

"From Berkman's crushing homers to Ware's devastating hits, the Venom Energy athletes play with energy and power that personifies the impact of the brand," said Chanda Rhodes, director of marketing for Venom Energy. "Venom Energy awakens the power within and allows you to seize the moment."

The Venom Energy athletes will participate in promotions and marketing campaigns and will be featured on in-store merchandising materials in their respective regions.

Venom Energy fruit punch, mango, regular and low-carbohydrate/low calorie offerings are available in 16.9-oz. resealable aluminum bottles at retailers nationwide for a suggested retail price of \$2.39. Venom Energy regular and low-carbohydrate/low calorie offerings are also available at retailers in 4-packs of 16-oz aluminum cans for a suggested retail price of \$6.99.

The Venom Energy blend contains caffeine, l-carnitine, guarana, inositol, glucuronolactone, maltodextrin, ginseng and taurine -- essential ingredients that consumers look for in their energy drinks. For additional information, visit

www.venomenergy.com.

About Venom Energy

Venom Energy is one of many flavorful brands in the beverage portfolio of Dr Pepper Snapple Group, Inc. (NYSE: DPS). 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 9 of our 12 "power brands" are No. 1 in their flavor categories. In addition to our flagship Dr Pepper and Snapple brands, our portfolio includes Sunkist soda, 7UP, A&W, Canada Dry, Crush, Mott's, Squirt, Hawaiian Punch, Penafiel, Clamato, Schweppes, Rose's and Mr & Mrs T mixers. To learn more about our iconic brands and Plano, Texas-based company, please visit www.drpeppersnapple.com.

<http://drpeppersnapple.mediaroom.com/index.php?s=43&item=104>