

36-44 CANADA DRY ARTIFACTS
COLLECTED 2002

CUST. # _____



DATE _____

CUST. NAME _____

SALESMAN _____

ADDRESS _____

Don't Let It Happen, MAKE It Happen!

2 LITER C.D.		STOCK	ORDER	16oz C.D.		STOCK	ORDER	PERRIER		STOCK	ORDER	
1004	Ale			1021	Ale			3511	23oz Perrier			
1201	Cherry Ale			1221	Cherry Ale			3512	23oz Lemon			
3204	Hires			3221	Hires			3513	23oz Lime			
3804	O Crush			3223	Hires Cream			3514	23oz Orange			
6103	Welch's Grape			3821	O Crush			3515	23oz Berry			
4404	H. Punch			6122	Welch's Grape			3521	11oz Perrier			
4408	H.P. Or. Cream			6127	Welch's Straw.			3522	11oz Lemon			
4401	H. Punch Gold			6128	Welch's Peach			3523	11oz Lime			
1005	S.F. Ale			4125	C. Time			3524	11oz Orange			
1202	S.F. Ch. Ale			4423	H. Punch			3525	11oz Berry			
3205	S.F. Hires			4426	H. Punch Sprk.			3541	6 1/2oz Perrier			
3805	Diet O Crush			4428	H.P. Or. Cream			3542	6 1/2oz Lemon			
4407	Diet H. P. Sprk.			4421	H. Punch Gold			3543	6 1/2oz Lime			
2 LITER R. CREEK				1022	S.F. Ale			3544	6 1/2oz Orange			
1901	Ale			1222	S.F. Ch. Ale			3545	6 1/2oz Berry			
2104	Cherry Smash			3222	S.F. Hires			3561	Can Perrier			
2101	Orange			3224	S.F. Hires Crm.			3562	Can Lemon			
2103	Punch			3822	Diet O Crush			3563	Can Lime			
2102	Grape			4427	Diet H. P. Sprk.			3564	Can Orange			
2107	Rasp Ale			16 oz ROCK CREEK				3565	Can Berry			
2105	Cherry Cola			1821	Ale			POLAND SPRING				
2106	Blue Cream			2031	Tiger Ale			3710	28oz PS Water			
1103	T. Treat			2037	Rasp Ale			3711	28oz Sparking			
1109	Cola			2024	Cherry Smash			3712	28oz PS Lemon			
1 LITER C.D.				2023	Punch			3713	28oz PS Lime			
1071	Ale			2022	Grape			3719	28oz PS Cherry			
1072	S.F. Ale			2030	Cream Soda			3714	28oz PS Orange			
1074	Soda			2036	Blue Cream			3740	10oz Non Spk.			
1070	Tonic/Twist			2027	Straw			3741	10oz Sparking			
1076	Tonic			2026	Pineapple			3739	10oz P.S. Cherry			
1077	S.F. Tonic			2021	Orange			3742	10oz P.S. Lemon			
1078	B/Lemon			2025	Lime			3743	10oz P.S. Lime			
1075	Collins			2035	Cherry Cola			3744	10oz P.S. Orange			
1073	Wink			10oz								
				1041	Ale			EVIAN				
				1044	Soda			8741	11.2oz Plastic			
				1046	Tonic			8722	1/2 LTR Plastic			
				1048	B/Lemon			8772	1 LTR Plastic			
				1043	Wink			8701	1.5 LTR Plastic			
1471	Seltzer			4741	Yoo Hoo Choc			8771	1 LTR Glass			
1475	L/Lime			6 PK CANS				8721	1/2 LTR Glass			
1476	Mad Orange			1061	Ale			8751	8.4oz Glass			
1477	G. Fruit			1261	Cherry Ale							
1478	Rasp.			1062	S.F. Ale							
1 LITER R. CREEK				1262	S.F. Ch. Ale							
1871	Ale			3261	Hires							
RED CHEEK				3262	S.F. Hires							
8541	Apple Nat.			3861	O Crush							
8542	Apple Grape			3862	Diet Crush							
8543	Apple Cherry			4165	C Time							
8545	Apple Rasp.			6162	Welches Grape							
8546	Apple Clear			6167	Welches Straw							
8547	Apple Cran.			6661	T Tea							
8548	Orange Juice			1064	Soda							
8549	Grpfrt Juice			1066	Tonic							
7oz C.D.				4463	H. Punch							
1051	Ale			4468	H.P. Or. Cream							
1053	Soda			4461	H.P. Gold							
1056	Tonic			4761	Yoo Hoo							
16 oz C.D. SELTZER				12 PK CANS								
1481	Seltzer			1060	Ale							
1485	Lemon/Lime			6160	Grape							
1486	Orange			3260	Hires							
1488	Berry			3860	Crush							

DRIVER: _____

TIME OF DELIVERY: _____

DISPLAY ORDER BY: _____

DELIVERY INSTRUCTIONS: _____

Celebrate the Holidays

with

CANADA DRY

INSTANTLY WIN
an
Eddie Bauer
SHOPPING SPREE



CANADA DRY
Ginger Ale



CANADA DRY
Ginger Ale

INSTANTLY WIN

ⁿ
Eddie Bauer[®]

SHOPPING SPREE



Celebrate the Holidays!

Celebrate the Holidays with the #1 Ginger Ale, Canada Dry! During this Holiday season, consumers can celebrate in style by instantly winning a \$1,000 Eddie Bauer® shopping spree, \$100 or \$50 Eddie Bauer® gift certificates.

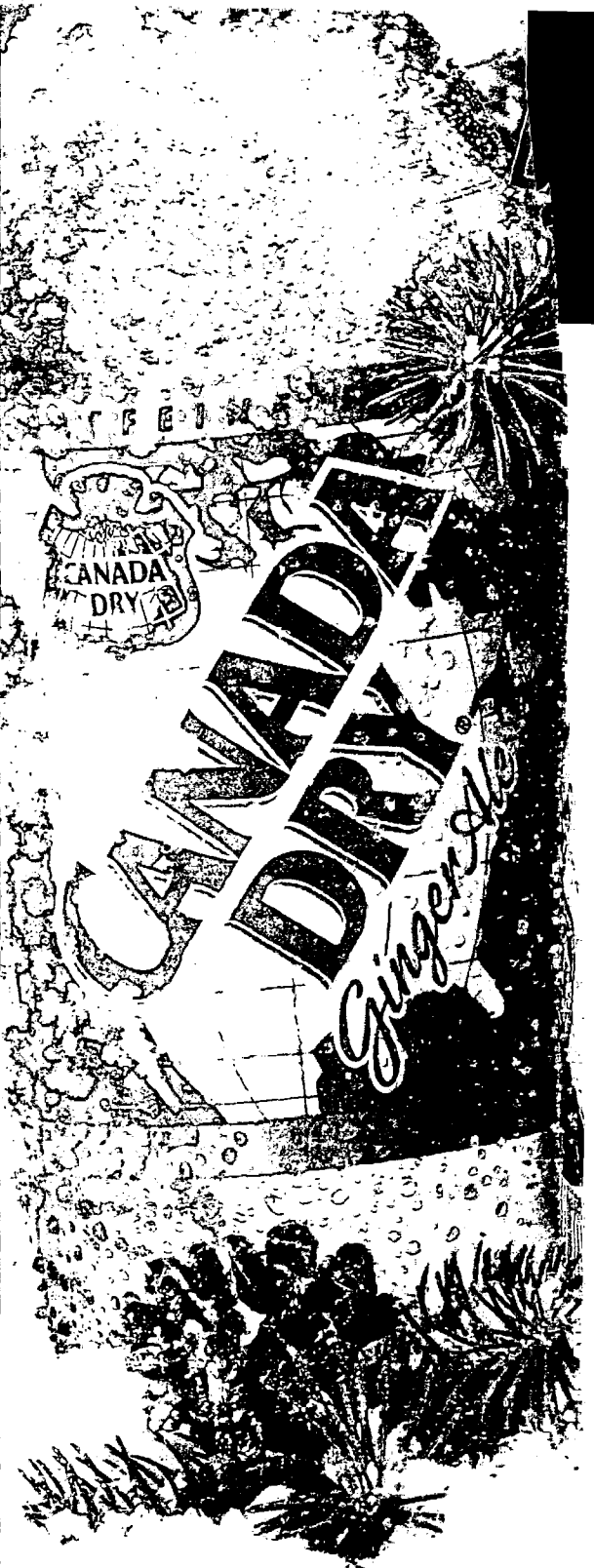
Promotional Packaging

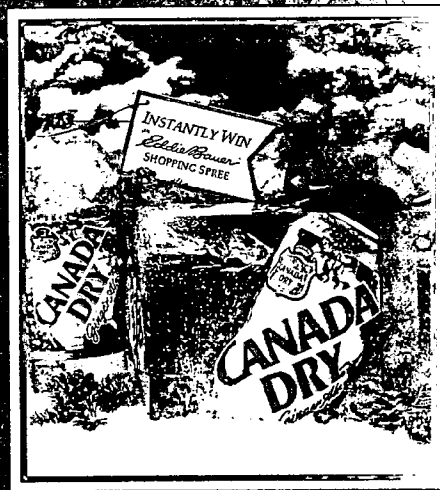
Promotional packaging for Canada Dry 2-liter and 20 oz. bottles and 12/24 pack wraps will alert consumers of their chance to win an Eddie Bauer® shopping spree.

Point-of-Sale & Merchandising

Festive Point-of-Sale and Merchandising items will also drive displays in-store and attract consumers' attention!

We have all the elements you'll need to drive sales and profits and to Celebrate the Holidays with Canada Dry!







Executional Guidelines

Theme:

Celebrate The Holidays With Canada Dry

Timing:

November - December 1999

How it Works:

Consumers can Instantly win one of the following prizes by looking under specially marked red closures of 2 Liter Canada Dry or Diet Canada Dry, 20 oz. Canada Dry or on gamecards inside specially marked 12 packs of Canada Dry and Diet Canada Dry and 24 packs of Canada Dry.

- \$1,000 Eddie Bauer® Shopping Spree
- \$100 Eddie Bauer® Gift Certificate
- \$50 Eddie Bauer® Gift Certificate

* Please note the \$1,000 shopping spree winning consumer will be given \$1,000 worth of Eddie Bauer® gift certificates.

Bottler Responsibilities:

- Check with legal council regarding status of game promotions in franchise area.
- Determine local promotion dates.
- Order promotional support materials by **August 16, 1999**.
- Order promotional packaging from the authorized suppliers by **August 16, 1999**.

DPSU Responsibilities:

- Coordinate production and distribution of promotional packaging.
- Organize and oversee execution of national consumer game.
- Develop and produce promotional point-of-sale materials and premium items.

Funding:

- Promotional Packaging Plate/Production Set Up Charges with Authorized Suppliers Only.....50% DPSU/50% Supplier
- All Packaging Art Charges.....100% DPSU
- Under the Closure Printing Upcharge/Color Closure Upcharge...100% DPSU
- Consumer Prizes and Game Administration.....100% DPSU
- 2 Liter/20 oz. Promotional Labels, 12-Pack/24-Pack Can Wraps and Promotional Closures.....100% Bottler
- Minimum Quantity Upcharge.....100% Bottler
- Bottler Closure ID Plates.....100% Bottler
- Point-of-Sale/Merchandising/Premium Items.....Local Funding

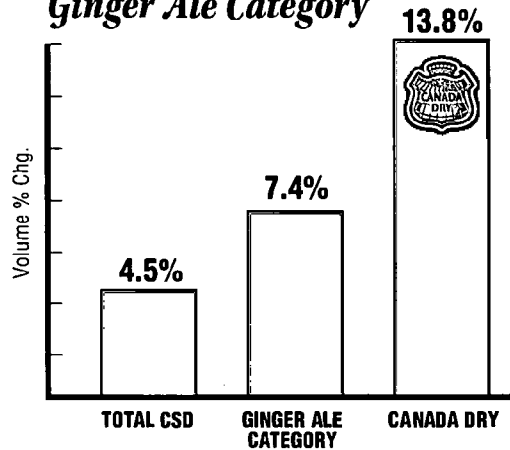




Canada Dry Brand Facts

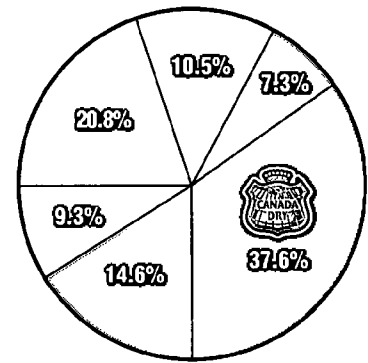
GINGER ALE

Canada Dry is growing 3x faster than total CSD and almost 2x faster than the Ginger Ale Category



Source: A.C. Nielson, 52 wks ending 3/20/99

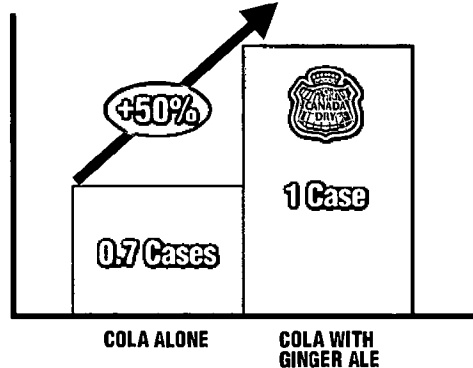
Canada Dry is the #1 Ginger Ale outselling nearest brand nearly 2:1!



- CANADA DRY
- PRIVATE LABEL
- VERNORS
- SCHWEPPES
- SEAGRAMS
- OTHER

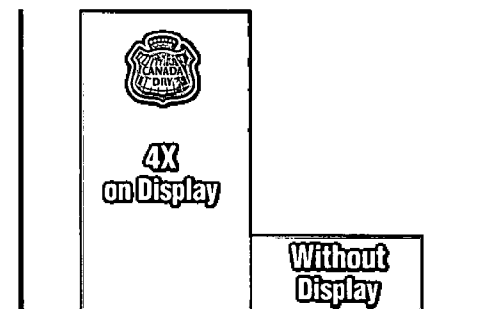
Source: A.C. Nielson, 52 wks ending 3/20/99

Ginger Ale is Incremental Volume for you when added to the shopping cart



Source: IRI Household 1998

Canada Dry Sales Increase 4x when on Display



Source: IRI InfoScan 1998

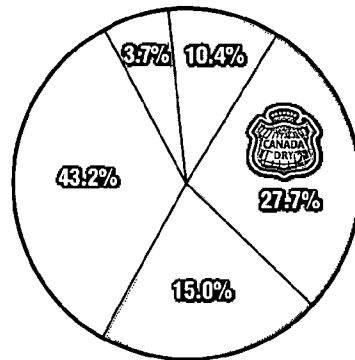




Canada Dry Brand Facts

MIXERS

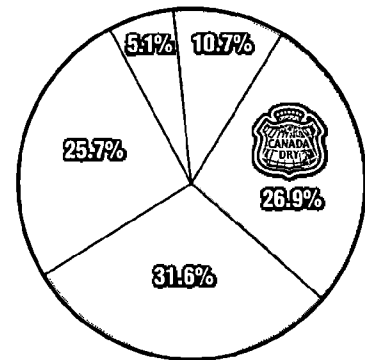
Canada Dry is the #1 Branded Club Soda and growing!



- CANADA DRY
- PRIVATE LABEL
- OTHER
- SCHWEPPESS
- SEAGRAMS

Source: A.C. Nielson, 52 wks ending 3/20/99

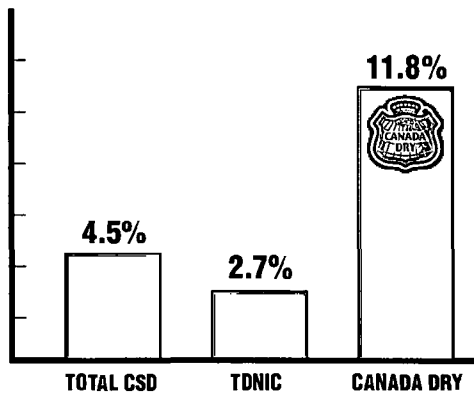
Canada Dry is the #2 Tonic and growing!



- CANADA DRY
- PRIVATE LABEL
- OTHER
- SCHWEPPESS
- SEAGRAMS

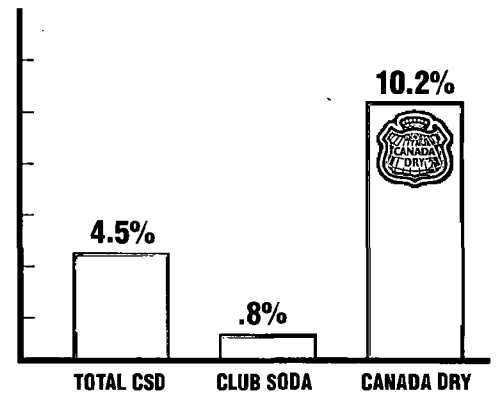
Source: A.C. Nielson, 52 wks ending 3/20/99

Canada Dry Tonic is growing almost 4x faster than the Tonic Category



Source: A.C. Nielson, 52 wks ending 3/20/99

Canada Dry Club Soda is growing more than 10x faster than the Club Soda Category



Source: A.C. Nielson, 52 wks ending 3/20/99





Promotional Packaging

PROMOTION ID: CD-1012

Key Dates:

Bottlers must place packaging orders directly with the authorized suppliers no later than August 16, 1999.

All Canada Dry "Celebrate The Holidays" promotional packaging will highlight the instant win promotion for the consumer and include Official Rules.

2 Liter & 20 oz.:

- 2 Liter Canada Dry and Diet Canada Dry
- 20 oz. Canada Dry

2 Liter/20 oz. closures will be red and feature an instant win game on the inside of the closure.

Consumers look inside and could instantly win one of the following prizes:

- \$1,000 Eddie Bauer® Shopping Spree
- \$100 Eddie Bauer® Gift Certificate
- \$50 Eddie Bauer® Gift Certificate



Non-winning Closures will read Please Try Again.

Reminder: Closures and labels must be ordered for this promotion.

12 and 24-Pack Wraps:

- 12 Pack Canada Dry and Diet Canada Dry
- 24 Pack Canada Dry

Instant Win Scratch Off Gamecards will be inserted into winning promotional wraps only. All gamecards will include the winning prize under the scratch off area. Consumers could instantly win one of the following prizes:

- \$1,000 Eddie Bauer® Shopping Spree
- \$100 Eddie Bauer® Gift Certificate
- \$50 Eddie Bauer® Gift Certificate

Non-winning wraps will read Please Try Again.

Authorized Suppliers:

- 2 Liter/20 oz. Labels.....Printpack, Lawson-Mardon, Owens-Illinois
- 2 Liter/20 oz. Closures.....Alcoa/HC, Owens-Illinois, Crown/Cork/Seal
- 12/24 Can Wraps.....Mead, Riverwood, Zumbiel

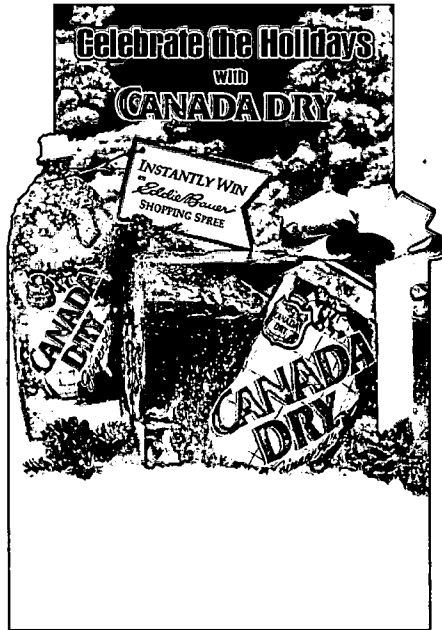


Visuals Subject to Change

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Point-of-Sale



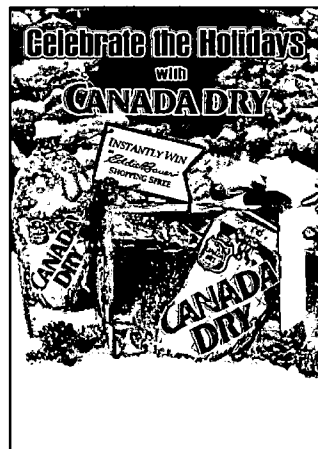
Pole Sign

Size: 18" x 24"
 10 Per Unit
 Item # P00350067



Shelf Talker

Size: 11 x 4 3/4"
 20 Per Unit
 Item # P00350068



Static Cling

Size: 5" x 7"
 25 Per Unit
 Item # P00350069

Promotional Letterhead

Provided on disk. See brochure order form for details.

Generic Entry Pad

20 Tear Pads Per Unit
 Item # P00350070

Generic Entry Box

1 Per Unit
 Item # P00350071





Premiums



Canada Dry/Eddie Bauer® Baseball Cap in Khaki

Traditional style khaki baseball cap with embroidered Canada Dry Logo.
100% cotton soft twill with adjustable back strap.

1 Per Unit
Item # P00350077



\$25 Eddie Bauer® Gift Certificate

1 Per Unit
Item # P00350078



Canada Dry/Eddie Bauer® Twill Shirt

100% cotton long-sleeve button-down twill shirt. Classic sandwashed softness in dark evergreen with embroidered Canada Dry logo on front right chest.

1 Per Unit
Large Item # P00350080
XLarge Item # P00350081
XXLarge Item # P00350082





Premiums

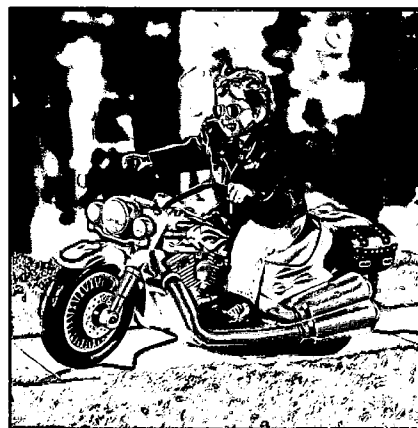


Canada Dry/Eddie Bauer® Daypack

Durable water-resistant pack with adjustable padded straps and suede leather bottom.

1 Per Unit

Item # P00350079



Harley-Davidson® Power Wheels® Motorcycle

Harley-Davidson® motorcycle by Fisher Price®. Powered by (2) 6V rechargeable batteries (included). Great for children ages 3 years and up. Holds weight up to 65 lbs.

1 Per Unit

Item # P00350083

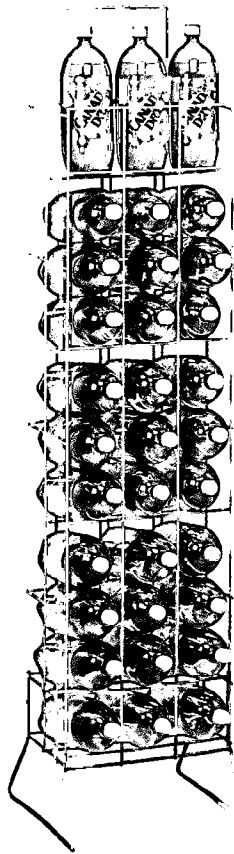


Visuals Subject to Change

CANADA DRY and the Shield are registered trademarks of Dr Pepper/Seven Up, Inc. ©1999 Dr Pepper/Seven Up, Inc.



Merchandising



**50%
DISCOUNT
\$39.95**

Canada Dry Mixer Rack with Header

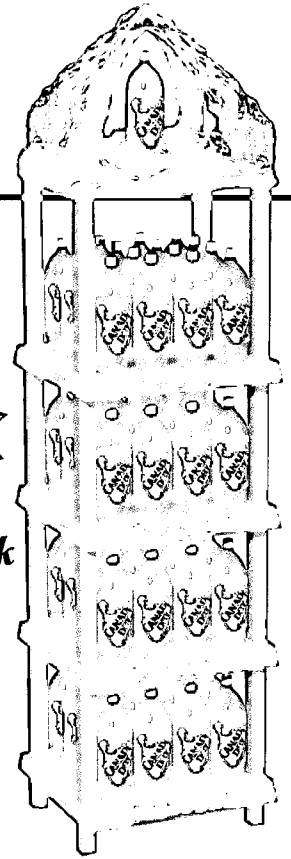
Size: 22 1/4" w x 20 1/4" d x 84 3/4" h

1 per unit

Pack out: 100-1 liter or 64-2 Liters

To order call: Display Technologies
at 1-800-424-4220

The \$39.95 price is good for the first
419 racks ordered.



**50%
DISCOUNT
\$24.98**

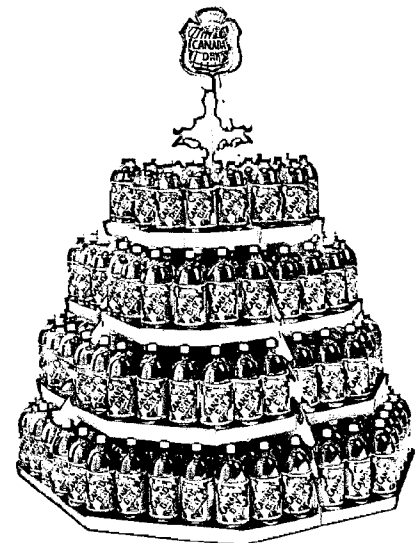
Super Tower II Rack with Promotional Header

Holds: 33 - 2 Liters

List price: \$49.95

To order call: Paul Flum Ideas, Inc.
at 1-800-325-2823

Fax: 314-423-0420



Christmas Tree Stacker with Canada Dry Shield Header

Size: 54 1/2" w x 58 5/8" h

Pack Out: 304 - 2 Liters

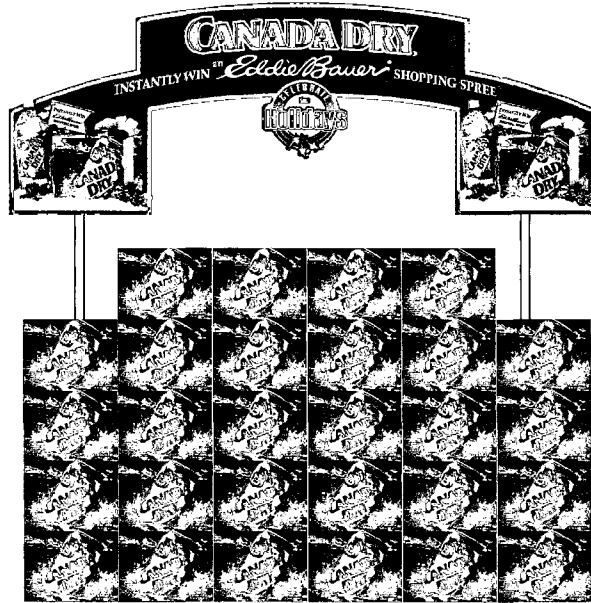
3 Per Unit

Item # P00350076





Merchandising



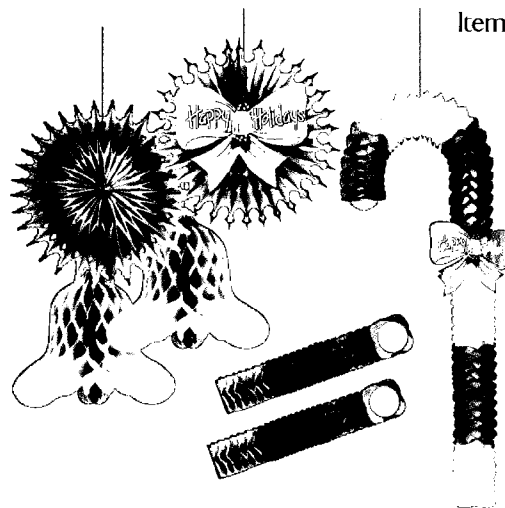
Aisle Spanner

1 Per Unit
Size: 84" x 30"
Item # P00350075



Generic Basewrap

Size: 24" h x 25' long
Perf at 12"
Repeat at 36"
6 Rolls Per Unit
Item # P00350074



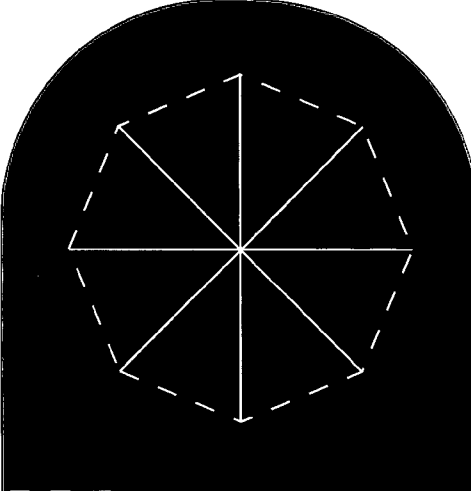
Holiday Decorating Kit

7 Items Per Unit
Item # P00350072





Neckhanger



Celebrate the Holidays
with
CANADA DRY.

**Buy 3
Get One
FREE**

Neckhanger

Orders for your Canada Dry Buy 3, Get One FREE neckhangers must be received by August 16, 1999. See the neckhanger order form in brochure to order.

Offer: Buy 3 1-Liters, Get One 1-Liter FREE

Brands: Canada Dry Ginger Ale
Canada Dry Club Soda
Canada Dry Tonic
Diet Canada Dry Tonic

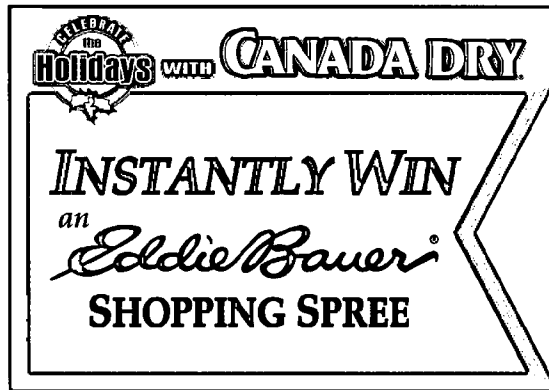
Maximum Retail Value: \$1.09





Local Overlay

Order these great in-store sweepstakes items for local giveaways or media trades! Point-of-Sale can be customized by account (see order form on reverse side).



Eddie Bauer® Gift Tag Display

Impactful display piece to highlight in-store sweepstakes.

Size: 39" x 27"

1 Per Unit

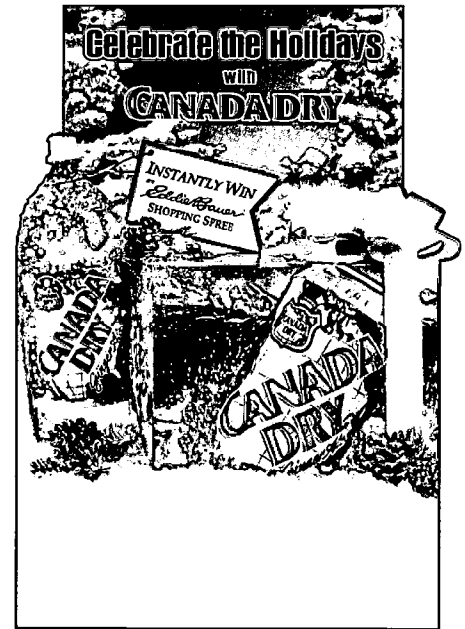
Item # P00350073



\$25 Eddie Bauer® Gift Certificate

1 Per Unit

Item # P00350078



Generic Entry Pad

20 Tear Pads Per Unit

Item # P00350070

Generic Entry Box

1 Per Unit

Item # P00350071

Pole Sign

Size: 18" x 24"

10 Per Unit

Item # P00350067



Canada Dry Holiday Local Overlay Pole Sign

ORDER FORM

ORDER DEADLINE: 8/16/1999

EARLIEST SHIP DATE: 10/13/1999

ORDERS RECEIVED AFTER DEADLINE WILL NOT BE ACCEPTED ALLOW 5 TO 7 WORKING DAYS FOR SHIPPING

BILL TO: BOTTLER: _____ ADDRESS: _____ CITY: _____ STATE: _____ ZIP: _____ P.O.#: _____ BOTTLER PHONE: _____	SHIP TO IF DIFFERENT FROM BILL TO: NAME: _____ ADDRESS: _____ CITY: _____ STATE: _____ ZIP: _____ ATTN: _____ PHONE: _____
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PLEASE FAX ALL ORDERS TO DPSU PROJECT COORDINATOR-PRO-PAC AT (972)733-3790

ITEM DESCRIPTION	UNIT/ QTY	UNIT/ COST	ITEM #	UNITS ORDERED	TOTAL COST
Local Overlay Pole Sign	1	\$1.25	CD 450		
TOTAL COST					

Indicate the name of the account for all account specific Pole Signs.

Please include an account logo for all account specific Pole Signs. Logo overprinting charges are included in the unit cost.

For questions concerning shipments, please contact Pro Pac at 972.733.3199. Freight is not included and will be added to the invoice.

NOTE: You will be billed 100% of the cost of the items by Pro Pac. Cancellations or return of merchandise will not be accepted. All disputes regarding receipt of goods or charges must be received within 10 days of delivery date or invoice date.

AUTHORIZED BY:

BOTTLER (Print Name) _____ **DATE** _____ **FAX#** _____

FIELD SALES REPRESENTATIVE (Print Name) _____ **DATE** _____ **FAX#** _____

RETAILER NAME _____

**CANADA DRY "CELEBRATE THE HOLIDAYS"
ORDER FORM**

ORDER DEADLINE: 8/16/99

EARLIEST SHIP DATE: 10/13/99

ORDERS RECEIVED AFTER DEADLINE WILL NOT BE ACCEPTED

ALLOW 7 TO 10 WORKING DAYS FOR SHIPPING

BILL TO:

SHIP TO IF DIFFERENT FROM BILL TO:

BOTTLING COMPANY: _____

NAME: _____

ADDRESS: _____

ADDRESS: _____

CITY: _____

CITY: _____

STATE: _____ **ZIP:** _____

STATE: _____ **ZIP:** _____

P.O.#: _____

ATTN: _____

BOTTLER PHONE: _____

PHONE: _____

L.M.F. ACCOUNT #: _____

FOR QUESTIONS OR TO EXPEDITE YOUR ORDERS, CALL OR FAX YOUR CUSTOMER SERVICE REPRESENTATIVE AT:

(Please check one)

Independent Bottlers
888-922-4227/PHONE
972-673-7405/FAX

Coca-Cola/All Heartland Bottlers
888-922-2276/PHONE
972-673-8919/FAX

Pepsi-Cola Bottlers
888-722-7276/PHONE
972-673-7405/FAX

Reason Code: D36

ITEM DESCRIPTION	UNIT/ QTY	UNIT/ COST	ITEM #	UNITS ORDERED	TOTAL COST
Promotional Letterhead	(SEE BELOW)				
Pole Sign	10	\$7.00	P00350067		
Shelf Talker	20	\$7.00	P00350068		
Static Cling	25	\$10.00	P00350069		
Generic Entry Pad	20	\$9.00	P00350070		
Generic Entry Box	1	\$2.75	P00350071		
Holiday Decorating Kit (includes 7 pieces)	1	\$25.00	P00350072		
Eddie Bauer® Gift Tag Display	1	\$12.00	P00350073		
Generic Basewrap	6/rls.	\$33.00	P00350074		
Canada Dry Holiday Aisle Spanner	1	\$49.95	P00350075		
Christmas Tree Stacker w/Canada Dry Shield Header	3	\$98.00	P00350076		
Eddie Bauer®/Canada Dry Baseball Cap	1	\$9.50	P00350077		
\$25 Eddie Bauer® Gift Certificate	1	\$20.50	P00350078		
Eddie Bauer®/Canada Dry Daypack	1	\$22.00	P00350079		
Eddie Bauer®/Canada Dry Twill Shirt – Large	1	\$32.00	P00350080		
Eddie Bauer®/Canada Dry Twill Shirt – X Large	1	\$32.00	P00350081		
Eddie Bauer®/Canada Dry Twill Shirt – XX Large	1	\$32.00	P00350082		
Harley-Davidson® Power Wheels® Motorcycle	1	\$169.99	P00350083		

SOME ITEMS MAY NOT BE PRODUCED IF ORDERS DO NOT MEET MINIMUM PRODUCTION NEEDS.

TOTAL ORDER COST _____

For Canada Dry Mixer Rack w/Header, Cost \$39.95, order directly from Display Technologies at (800) 424-4220.

For Super Tower II Rack with Promotional Header, Cost \$24.98, order directly from Paul Flum Ideas, Inc. at (800) 325-2823.

To order Promotional Brochures or Promotional Letterhead Disks, please contact Tina Thode with Dr Pepper/Seven Up, Inc. at (972) 673-7610 or fax your request on the enclosed Brochure/Letterhead order form.

NOTE: Bottler will be billed 100% of the cost of the items by Dr Pepper/Seven Up, Inc. unless charged to L.M.F. Account Number. Cancellations or return of merchandise will not be accepted. All disputes regarding receipt of goods or charges must be received within 48 hours of delivery date.

AUTHORIZED

BY: **BOTTLER (Print Name)** _____ **DATE** _____ **FAX #** _____
FIELD SALES REPRESENTATIVE (Print Name) _____ **DATE** _____ **FAX #** _____

**CANADA DRY "CELEBRATE THE HOLIDAYS"
BROCHURE OR PROMOTIONAL LETTERHEAD DISK ORDER FORM**

If you would like to order additional Brochures or Promotional Letterhead Disks, please fill out the information below and fax back to Tina Thode at (972) 673-7606.

If you have any questions, please call Tina Thode at (972) 673-7610.

ITEM DESCRIPTION	QTY
Canada Dry "Celebrate The Holidays" Presentation Brochure	
Canada Dry "Celebrate The Holidays" Promotional Letterhead Disk	

* The maximum amount of each Brochure you may order is 15.

** The maximum amount of each Promotional Letterhead Disk you may order is 5.

*** Brochure/Letterhead Disk orders will be filled on a first come, first serve basis.

**SHIP TO :
(Please Print)**

NAME: _____

ADDRESS _____

CITY: _____

STATE: _____ ZIP: _____

ATTN: _____

PHONE: _____

NOTE: All Brochure/Letterhead requests will be sent by regular mail at NO charge.

If you wish to have your Brochures/Letterhead Disks sent By Federal Express, you will be charged. Please provide the following information for having Brochures/Letterhead Disks sent by Federal Express:

SEND: _____ **Priority Overnight (Next business morning)**
(check one) _____ **Standard Overnight (Next business afternoon)**
 _____ **2-day (Second business day)**

BILL TO: Internal Account # _____ - _____
 (must provide Federal Express Account # _____
 bill to information)

**Canada Dry Holiday "Celebrate The Holidays"
NECKHANGER ORDER FORM**

ORDER DEADLINE: 8/16/1999

EARLIEST SHIP DATE: 10/13/1999

ORDERS RECEIVED AFTER DEADLINE WILL NOT BE ACCEPTED

ALLOW 7 TO 10 WORKING DAYS FOR SHIPPING

BILL TO:

BOTTLING COMPANY: _____
ADDRESS: _____
CITY: _____
STATE: _____ **ZIP:** _____
P.O.#: _____
BOTTLER PHONE: _____
RSM: _____

SHIP TO IF DIFFERENT FROM BILL TO:

NAME: _____
ADDRESS: _____
CITY: _____
STATE: _____ **ZIP:** _____
ATTN: _____
PHONE: _____

NOTE: BOTTLER WILL BE CHARGED UP FRONT FOR PRINTING AND REDEMPTION AT 12%

(Please check one)

- BILL BOTTLER DIRECT**
 BILL BOTTLER LMF **LMF #** _____

Printing:	_____	X	_____	=	_____
	# Of Units Ordering (Offered in Units of 1,000)		Unit Price Per 1000		Printing Cost
			\$9.71		
Redemption:	_____	X	.12%	X	_____
	Dist. Quantity		Red. Rate		Face value 1.09 + Handling .10
					Redemption Cost
					\$1.19
					TOTAL COST: _____
					Printing + Redemption

Type of Coupon: **Neckhanger**
Expiration Date: **2/29/2000**

Maximum Value: **\$1.09 for One 1-Liter**

Offer: **Buy 3 1-Liters, Get One 1-Liter Free**
Offered in Units of 1,000

Brands: **Canada Dry Ginger Ale Canada Dry Club Soda Canada Dry Tonic Diet Canada Dry Tonic**

Retailer Redemption Copy

NIELSON – Complete if you are requesting assignment of a Nielsen offer code through Dr Pepper/Seven Up, Inc.
Retailer: Dr Pepper/Seven Up, Inc. will reimburse you the face value of this coupon plus 8¢ handling if you and the consumer have met the offer's terms. Void if prohibited, taxed, restricted, transferred, assigned or coupon is reproduced, Gang cut or mint condition. Consumer pays deposit and taxes. Cash value 1/20¢. (Good in areas served by Dr Pepper/Seven Up Bottling Company of _____ *)
(City, State)

LIMIT ONE COUPON PER PURCHASE.
 *If information above is blank, "Good only in USA" will be printed.

NIELSON OFFER CODE _____

NIELSON UPC OFFER CODE 5 _____ (8100) 0 _____
Min Code Family Code Value Code Check Code (0-9) Offer Code

Mail to: Cindy Rappe – Dr Pepper/Seven Up, Inc. – 5301 Legacy Drive, Plano – TX 75024
Phone: (972 673-7608) or Fax: (972 673-7122)

CAUTION

**DO NOT THROW RUBBIS
INTO TOILET
PENCILS, TOOT
MATCHES, CLI
PLUG TO**