



## **Dr Pepper Introduces New Dr Pepper Cherry With Just a Kiss of Cherry Smoothness**

### **--Gene Simmons, aka 'Dr. Love,' to Star as the Latest Dr in the 'Trust Me, I'm a Dr' Ad Campaign for Dr Pepper Cherry**

PLANO, Texas, March 24, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- Dr Pepper just got a whole lot smoother with the introduction of the new flavor Dr Pepper Cherry. The exciting new blend combines the great taste of Dr Pepper with the perfect amount of cherry flavor. It's so amazingly smooth; you have to try it to believe it.

"We're excited to offer consumers a smooth new way to enjoy Dr Pepper with the availability of Dr Pepper Cherry," said Allison Methvin, director of marketing for Dr Pepper. "It's a whole new reason to try Dr Pepper."

Dr Pepper has searched the Rock Legends to find its latest pop culture doc, KISS front man Gene Simmons, to introduce new Dr Pepper Cherry. Simmons, who founded the legendary rock band KISS more than 35 years ago, will star in a new commercial, letting fans know that Dr Pepper Cherry has just a KISS of cherry flavor, making it amazingly smooth. Simmons' "Dr. Love" will be the third Dr in the "Trust Me, I'm a Dr" advertising campaign, joining the ranks of basketball legend Dr. J (Julius Erving) and Dr. Frasier Crane (award-winning actor Kelsey Grammer). The TV spot will feature Simmons in full KISS "Demon" regalia. Nick Simmons, Gene's son, will also star in the commercial.

"When initially describing Dr Pepper Cherry's taste, we felt it had just a kiss of cherry and was so smooth, we knew who our third doctor had to be - Dr. Love," said Methvin. "Gene will get some help from Nick to introduce the amazingly smooth infusion of cherry flavor that makes Dr Pepper Cherry so smooth."

The new commercial featuring "Dr. Love" launches on March 30, 2009 on network and cable television. Dr Pepper Cherry will also hit the streets this summer, sampling more than one million cans. Dr Pepper Cherry is now available nationwide in both regular and diet.

#### About Dr Pepper

Dr Pepper, a brand of Dr Pepper Snapple Group (NYSE: DPS), is the oldest major soft drink in the United States. Since 1885, the 23 flavors of Dr Pepper have earned legions of fans that enjoy its unique, refreshing taste. The brand is available in Regular, Diet, Caffeine Free and Cherry varieties. DPS is the leader in flavored beverages, marketing Dr Pepper and 50 other beverage brands across the United States, Canada, Mexico and the Caribbean. More information can be found at [www.drpepper.com](http://www.drpepper.com) or at [www.drpeppersnapple.com](http://www.drpeppersnapple.com).

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