



band in a bubble: **GET READY TO ROCK**



Introducing THE Band in a Bubble

Epic Records' explosive rock group Cartel is THE band in Dr Pepper Band in a Bubble. Every day from May 24 through June 12 you are invited to come down and hang out with Cartel as they spend almost a month eating, sleeping and recording a brand new album in the Bubble, located on Hudson River Park's Pier 54 in New York City.

Get in on the Action

With Dr Pepper Band in a Bubble there will be non-stop action. Whether you're into hearing fresh Cartel tunes, checking out the world's largest bubble-shaped recording studio or sipping FREE Dr Pepper – this is the place to be! You can witness the creation of Cartel's next album one hit at a time, interact directly with the band at Internet kiosks scattered around the outside of the Bubble and even win signed Cartel gear and Dr Pepper prize giveaways. And, of course, the 23 bold favors of Dr Pepper will always be on tap – come on down and get your taste on!



Check Out the Bubble

The bubble is a state-of-the-art recording studio that boasts a kitchen, dining area, bathroom and lounge area for jamming with the fans – like you! A giant pod, elevated nine feet off the ground is the "Sleeping Bubble," which houses the bunk beds where the guys can catch their Zs. You can speak directly with the band using a two-way speaker built into the large front window and even pass notes and other stuff through a handy sliding bank teller box.

Experience Dr Pepper Band in a Bubble Online

Dr Pepper Band in a Bubble is an authentic mix of music and pop culture that only Dr Pepper can deliver. Dr Pepper is giving you special exclusive access to life inside the bubble through 23 web cameras that will stream live video 24/7. Fans with codes from Dr Pepper products can watch Cartel record, rock out to their music and more online at www.drpepperbubble.com.

Tune in to MTV to Watch the Music Special

Tune in to for an intimate look into the creation of an album during four 30-minute episodes the MTV music special, "Band in a Bubble presented by Dr Pepper." Cartel will enter the bubble during a live MTV broadcast on May 24 at 11 p.m. EDT. Subsequent episodes will air at 8 p.m. EDT on June 2 and June 9. Then, at 8 p.m. EDT on June 12, Cartel will burst from the Bubble and perform a FREE concert at Hudson River Park's Pier 54. Portions of the concert will be broadcast LIVE on the final episode of the MTV music special and will also be available on-demand at MTV.com.