



CONCACAF Media Release

The Confederation of North, Central America and Caribbean Association Football

FOR IMMEDIATE RELEASE

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7UP Named Official Soft Drink of 2013 CONCACAF Gold Cup

MIAMI (March 20, 2013) – The Confederation of North, Central America and Caribbean Association Football (CONCACAF) today announced an agreement with Dr Pepper Snapple Group (NYSE: DPS) that makes 7UP the Official Soft Drink of the 2013 CONCACAF Gold Cup.

Through the agreement, 7UP will work with CONCACAF and its commercial agency, Traffic Sports, to develop programs that engage and excite fans leading up to and surrounding the Gold Cup – including consumer promotions, retail merchandising, ticket giveaways, premium offers, in-game advertising, product sampling and inclusion in promotional marketing materials, among other activities. The agreement also includes Clamato, Squirt, Sunkist soda, Peñafiel and other DPS brands.

“7UP is an iconic brand known for providing uplifting refreshment to its consumers, and they are a natural partner for a tournament with a growing, passionate following,” said CONCACAF General Secretary, Enrique Sanz. “We are excited to team up with 7UP and DPS to connect with fans in ways they have never been reached and to ultimately enhance their enjoyment of the Gold Cup experience.”

“Soccer is defined by great moments, and 7UP fans love to savor life’s moments, which is why we are pleased to be sponsoring this year’s Gold Cup,” said Olivia Vela, director of multicultural marketing for DPS. “We’re looking forward to working with CONCACAF to develop programs that reward our fans’ passion for the Beautiful Game and for life in general with a truly memorable experience at one of the biggest soccer events on the continent.”

“We are delighted to have DPS back as a sponsor of the Gold Cup. Their participation is a great example of brands with multi-national appeal truly capitalizing on a multi-national tournament,” said Marcelo Radice,

director of sponsorship sales & marketing at Traffic Sports. "Their commitment further demonstrates the growing popularity and power of soccer around the region."

Taking place every two years, the Gold Cup has become the region's most popular soccer event, routinely drawing capacity crowds and millions of TV viewers across North, Central America and the Caribbean. Featuring the best players from the CONCACAF's three sub-regions, the tournament has grown into a 12-nation championship.

Group matches will take place July 7-16 in nine cities across the U.S. Quarterfinal matches, followed by July 20 in Atlanta and July 21 in Baltimore. Semifinal matches will be played July 24 in Arlington, Texas, and the championship is set for historic Soldier Field in Chicago on July 28 (3:30 ET). All 25 matches of the 2013 CONCACAF Gold Cup will be broadcast live on TV in the U.S. FOX Sports Media Group for the first time ever. Three matches are slated to be shown on FOX Sports, including the final. Univision will be broadcasting all games on its Spanish language platforms through its network.

About CONCACAF CONCACAF "The Confederation of North, Central America and Caribbean Association Football" is one of six continental confederations of FIFA (Fédération Internationale de Football Association) and serves as the governing body of football in this part of the world. It is composed of 40 national associations, from Canada in the north to Guyana, Surinam and French Guyana in the south.

About Dr Pepper Snapple Group Dr Pepper Snapple Group (NYSE: DPS) is a leading producer of flavored beverages in North America and the Caribbean. Its success is fueled by more than 50 brands that are synonymous with refreshment, fun and flavor. In addition to its flagship Dr Pepper and Snapple brands, the Company's 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 the Plano, Texas-based company, please visit DrPepperSnapple.com. For the latest news and updates, follow the Company at [Facebook.com/DrPepperSnapple](https://www.facebook.com/DrPepperSnapple) or [Twitter.com/DrPepperSnapple](https://twitter.com/DrPepperSnapple).

About Traffic Sports Traffic Sports is one of the leading sports and entertainment companies in the world with a primary focus on soccer. Traffic Sports was founded in São Paulo, Brazil 32 years ago and continues to be headquartered there. Traffic has regional offices in Miami (Traffic Sports USA) and Lisbon, Portugal. Over the past three decades, Traffic has organized and/or commercialized most of the official international soccer events in the Americas including for example: Copa America (since 1987), Copa Libertadores, Copa Sudamericana, Gold Cup (1991 – 2003), Champions Cup (1991- 2003) and CONMEBOL and CONCACAF World Cup Qualifying. In 2005 Traffic established its team, academy and player division which currently includes the Fort Lauderdale Strikers, Atlanta Silverbacks and Carolina RailHawks (Members of the North American Soccer League - NASL), Desportivo Brasil (Team and Academy located in the state of São Paulo, Brazil; Affiliated with Manchester United) and Estoril (Portuguese First Division Team). For more information, visit www.trafficsports.com.

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