

**FOR IMMEDIATE RELEASE
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LET'S PLAY: CHILD-DESIGNED PLAYGROUND BUILT BY VOLUNTEERS

DR PEPPER SNAPPLE GROUP, KaBOOM! & VOLUNTEERS BUILD NEW PLAYGROUND FOR SPECIAL NEEDS CHILDREN IN SANTA ROSA

SANTA ROSA, Calif., March 24, 2011 – Special needs children at the North Valley School in Santa Rosa received a brand new playground on Wednesday thanks to the efforts of nearly 200 volunteers from Dr Pepper Snapple Group, Victor Treatment Center and organizers from non-profit KaBOOM!.

The new playground will serve hundreds of children in Santa Rosa for years to come. Planning for the playground began at a Design Day event held in February when local children and community leaders met with organizers from KaBOOM! and Dr Pepper Snapple Group to design their dream playground. The children's drawings were then used to create the final playground design.

The project is part of Let's Play, a community partnership led by Dr Pepper Snapple Group to get kids and families active nationwide. The first Let's Play initiative is a \$15 million, three-year commitment to KaBOOM! to build or fix up 2,000 playgrounds by the end of 2013, benefiting an estimated five million children across North America. Dr Pepper Snapple Group is also a member of the leadership circle within the KaBOOM! National Partner Program.

In less than eight hours, the child-designed playground was built from scratch by hundreds of volunteers from Dr Pepper Snapple Group, North Valley School, Victor Treatment Center and the surrounding community. The new playground provides the nearly 50 students enrolled at North Valley School with a safe place to play. North Valley School educates students with special needs and, previously, the children did not have a playground at the school or within walking distance to enjoy. Most of its 48 students live at a related treatment center, while a quarter of the students are deaf and virtually all have some form of post-traumatic stress disorder.

"This playground is a dream come true, a special place for very special kids," said Gala Goodwin, North Valley School Executive Director. "The students at North Valley School are truly amazing, the ultimate survivors who despite the challenges they have endured are diligently working toward their own contribution to the future for all of us."

The land to build the playground is a one-acre plot of land that is between the school and the former 7UP distribution center. The 7UP branch allowed the school to use the land since 1999. In 2010, however, this arrangement faced a significant challenge. Dr Pepper Snapple Group, which owns 7UP, moved the branch to Petaluma as part of a region consolidation, and put the facility up for sale. The school was not in a position to buy the land it had been using, so North Valley School Executive Director Gala Goodwin floated the idea of a donation to the branch manager and listing agent. Eventually, last August Ms. Goodwin received a call from DPS saying that while the land could not be donated, DPS was willing to sell it for one dollar.

Because of this generosity, the children served by North Valley School now have a 4,500-square foot playground to enjoy that includes features such as a rope bridge, slide, rocky ridge climber, super dome, parallel bars, and obstacle course.

About North Valley School/Victor Treatment Center

The mission of Victor Treatment Center is to be a catalyst for improvement in the lives of those we touch. North Valley School in Santa Rosa is a WASC Accredited Non Public School serving students with emotional and behavioral challenges. By building bridges of opportunity, North Valley School provides a very successful, comprehensive and therapeutic educational program for students grades 1-12 requiring Non- Public School Services. The services provided are: high staff to student ratio; one on one staff capacity for limited time; individualized educational and therapeutic programs; credentialed Special Education and Deaf Education teachers; fluent signing Instructors' aides (deaf and hearing); fluent signing clinicians (deaf and hearing); certified sign language interpreters; and state approved curriculums for English, language arts, humanities, science, mathematics, social studies and PE.

About Dr Pepper Snapple Group

Dr Pepper Snapple Group, Inc. (NYSE: 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 leading 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, Venom Energy, Rose's and Mr & Mrs T mixers. To learn more about our iconic brands and Plano, Texas-based company, please visit www.drpeppersnapple.com.

About Let's Play

Let's Play is a community partnership led by Dr Pepper Snapple Group, Inc. (NYSE: DPS) to get kids and families active nationwide. The first Let's Play initiative is a \$15 million, three-year commitment to KaBOOM!, the national non-profit that's saving play. Together, through Let's Play, DPS and KaBOOM! will build or fix up 2,000 playgrounds by the end of 2013, benefiting an estimated five million children across North America.

About KaBOOM!

KaBOOM! is the national non-profit dedicated to saving play. Because all children deserve to be active and healthy, KaBOOM! works to ensure that every child in America has a great place to play within walking distance. Since 1996, KaBOOM! has used its innovative community-build model to bring together businesses and communities to construct more than 1,900 new places to play across North America. KaBOOM! also fights the Play Deficit with online tools that empower communities to join the movement to save play. The KaBOOM! website, kaboom.org, allows communities to self-organize and take action to support play on a both a local and national level.

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