



Corporate Social Responsibility

Dr Pepper Snapple Group (DPS) is the oldest new company on the New York Stock Exchange. As such, we have a proud, longstanding heritage of caring ... for our consumers, our customers, our employees and our neighbors in the communities where we live and do business across the United States, Canada, Mexico and the Caribbean. This sense of caring is at the heart of our business, shaping our values and the importance we place on corporate social responsibility (CSR).

We believe CSR is about doing the right thing for society and our business. This means making a splash by supporting worthy organizations, causes and initiatives that improve lives and create lasting legacies in our communities. It also means continually improving the way we operate, ensuring that we adopt sustainable business practices to guide how we produce, market and distribute our brands, with the interests of our stakeholders and the environment at heart.

Our CSR vision comes to life in the following key areas:

- **ENVIRONMENTAL SUSTAINABILITY** – We continue to refine and adopt practices to minimize our environmental footprint through solid waste reduction, recycling, and energy and water conservation.
- **HEALTH & WELL-BEING** – We develop and responsibly market great-tasting beverages that respond to evolving demand, including a wide range of functional and reduced/non-calorie choices that fit the healthy, active lifestyles of consumers.
- **WORKPLACE ENVIRONMENT** – We are committed to making DPS a great place to work by attracting and developing the best and most diverse talent in our industry and by fostering a fun, respectful, action-oriented and safe environment.
- **COMMUNITY INVESTMENT** – DPS and its approximately 20,000 employees across North America and the Caribbean are good neighbors, contributing time, talent and treasure to build strong, healthy and vibrant communities. In 2007, the value of these gifts totaled \$4.5 million.
- **ETHICAL SOURCING** – We are working throughout our global supply chain to ensure that all the ingredients in our products come from sustainable sources and are manufactured to the highest standard by employees who are both well-treated and compensated fairly for their work.

We know CSR is not a destination, but a journey that can never end. Each step of this journey brings us closer to realizing our vision... To Be the Best Beverage Business in the Americas.



Environmental Sustainability

DPS is an integrated beverage business that serves its customers and consumers via a broad and flexible distribution network.

Since 2006, DPS has nearly quadrupled its manufacturing capacity through acquisition and as of 2008 operates 24 production facilities and more than 200 distribution centers with a fleet of more than 8,000 vehicles serving 34 states. We are continuing to refine and adopt sustainable business practices that minimize our environmental impact by focusing on four key areas:

ENERGY CONSERVATION

- We're upgrading our service and delivery fleet with cleaner, more fuel-efficient vehicles. In addition, new tractors are set with a five-minute idle shutdown to reduce emissions and save energy during deliveries.
- DPS is working to replace existing cold drink equipment (coolers and vending machines) with new Energy Star-rated equipment that will save customers nearly \$9 million annually in electric costs by 2012. The environmental impact of these efforts equates to removing the CO₂ emissions of 11,000 cars from the road each year or planting 16,000 acres of CO₂-absorbing forest land.

WATER CONSERVATION

- In a growing number of plants, we are replacing empty package water rinsers with air rinsers, saving approximately 10,000 gallons per line per day at each site.
- We are introducing state-of-the-art product blending systems that reduce liquid losses during production line changes, start-ups and shutdowns.
- We are upgrading our water filtration systems to maximize the purity of water in our beverages while at the same time minimizing the amount of wastewater discharge.
- We're exploring new ways to use recovered water, such as for plant irrigation and cooling systems.

RECYCLING

- DPS employee-driven initiatives are promoting awareness and best practices in paper, plastic and electronic equipment recycling at the company's Plano headquarters, field offices and production and distribution facilities.
- In 2007, the Plano office recycled nearly 190 tons of paper, exceeding its 2006 total by 28%. These efforts saved 3,199 trees; 696,118 pounds of lumber; 565 barrels of oil; 771,374 kilowatts of energy; 1.3 million gallons of water; 565 cubic yards of landfill space; and reduced air pollution by 11,288 pounds.
- Our containers are 100% recyclable. More than half of the aluminum we use in our cans is post-consumer. In addition, PET bottles contain an average of 5% to 10% post-consumer material.
- We are continuing to expand recycling of solid waste throughout our manufacturing and distribution facilities.
- In Mexico, our Peñafiel brand is a major participant in ECOCE, a nationwide public awareness and education initiative led by the food and beverage industry to promote container and package recycling.

SOLID WASTE REDUCTION/LIGHTWEIGHTING

- We have reduced the weight of our Deja Blue water bottles by 40% percent and our one-gallon Hawaiian Punch containers by 19%, taking approximately 6 million pounds of plastic out of the waste stream each year.
- Our Mexican operation is introducing a new PET bottle with 10% less material.



Environmental Sustainability

- In 2008, we will be introducing a light-weighted 2-liter bottle, reducing the weight of the bottle by between 2.5% and 9% depending upon the market and preexisting material. These changes will eliminate more than 1 million pounds of plastic each year.
- In late 2008, Mott's, Clamato and Hawaiian Punch 64-oz. containers will be further reduced by 4.7%, taking another 1 million pounds of plastic out of production annually.
- Throughout our business, we are working with our suppliers to reduce the amount of polypropylene and polyethylene in our bottle caps and will be rolling out smaller closures that are 3-4 mm shorter by 2009.



Health & Well-being

Dr Pepper Snapple Group has a broad and diverse portfolio of great-tasting beverages for any lifestyle, occasion or need. Not only are we the leader in flavored soft drinks, but we're also a leader in diet/noncalorie soft drinks. Six of the top 10 non-cola diet soft drinks on the market are DPS products, led by Diet Dr Pepper, considered by many to be the gold standard of diet soft drinks.

We are committed to innovating great tasting, better-for-you products and supporting activities and causes that promote active, healthy lifestyles and educate consumers on responsible consumption.

Our health & well-being initiatives are as follows:

- We have revitalized Snapple on the strength of our Super Premium Teas and Juices and Antioxidant Waters, which meet growing consumer demand for flavor, functionality and added health benefits.
- Mott's was the first major juice brand to fortify its products with the launch of Mott's Plus Lite (fortified with vitamin C & D and calcium with half the calories of regular apple juice) and Mott's Plus for Kids (100% juice, fortified with vitamin A, vitamin C, and calcium, with no added sugar).
- Mott's For Tots was launched in 2007. It is a convenient, pre-diluted juice made of 100% juice and purified water, with 40% less sugar than regular juices, no artificial sweeteners, and 100% vitamin C.
- We continue to invest in research to develop new sweetener technologies that will enhance the flavor of our products while minimizing or altogether eliminating calories.

INDUSTRY ALLIANCES AND PARTNERSHIPS

- DPS has joined other leading beverage companies, the American Beverage Association and the Alliance for a Healthier Generation in establishing guidelines for vending in schools. Through the school beverage guidelines, only low-calorie and nutritious offerings will be available to students during the school year, beginning in the 2009-2010 school year.
- In Mexico, we are working within the beverage and consumer packaged goods industries (AMPRAC and CONMEXICO) in partnership with FUNSALUD, the Mexican Foundation of Health, to take a sensible and balanced approach to fighting obesity and diabetes emphasizing nutrition education and physical activity.

CORPORATE INITIATIVES

- DPS continues to live up to the marketing code of practice established under its previous ownership by Cadbury Schweppes and will not direct our marketing or advertising to children under the age of 12.



Workplace Environment

At Dr Pepper Snapple Group, we view our people as a competitive advantage. Not only do we aim to hire the best and brightest talent in the beverage industry, but we strive to provide a fun, action-oriented, respectful and safe working environment in our more than 225 work sites across North America and the Caribbean. We continue to explore new ways to build on our status as a preferred employer by emphasizing:

DIVERSITY

- DPS is an equal opportunity employer. We recruit and develop our employees without regard to race, religious creed, color, national origin, ancestry, physical or mental disability, marital status, sex, age, veteran status, sexual orientation or any other category protected by law.
- More than 20% of company vice presidents and above and nearly 60% of our total workforce are women or minorities.
- To further strengthen the diversity of our company, we cultivate relationships with, support and often participate in job fairs hosted by numerous organizations on a local and national level, including the National Society of Hispanic MBAs, NAACP, the National Urban League, the Hispanic Heritage Foundation, the United Negro College Fund and the National Black MBA Association, among others.
- In Mexico we work with the Ministry of Work, private universities and local employment organizations to provide meaningful career opportunities for people with physical challenges and to adapt our facilities and work environments to their unique needs.
- We are a proud supporter of Students In Free Enterprise (SIFE), an international organization that mobilizes university students around the world to make a difference in their communities while developing skills to become socially responsible business leaders.

COMMUNITY OUTREACH *[See Community Investment for more detail]*

- We provide our employees numerous opportunities to get involved in their communities through our One Day's Pay program, which enables each employee to spend one work day a year on a community volunteer event organized by the company.
- Employee product donations for local charity events are matched case-for-case by the company, up to 30 cases per employee each year.

EMPLOYEE RELIEF FUND

- In 2007, DPS launched its first employee relief program, funded through payroll deductions, to support colleagues dealing with family-related emergencies and catastrophes.

HEALTH & SAFETY

- We have extensive policies in place throughout all aspects of our operations to ensure the safety of our employees in our facilities and on their routes. These policies are reinforced regularly at all worksites through training and audits.
- We continue to refine our practices and operations to further improve the safety of the work environment. Compared with 2007, the rate of lost-time injuries has been reduced by more than 40%. Still, our goal is continuous improvement, and we are rolling out safety training programs throughout our manufacturing and distribution operations.
- DPS's Health & Welfare Plan helps our employees and their families live healthy, active lives through preventative care and screenings, smoking-cessation support, employee-assistance programs, health fairs, first-aid seminars, weight-loss programs and nutrition education, among others.



Community Investment

Dr Pepper Snapple Group operates facilities in more than 200 communities across North America and the Caribbean. Our company is striving to make those communities better off as a result of our presence. Investing in the communities where we live and operate means more than simply creating jobs. It involves reaching out with our financial resources and our people to improve the quality of life for our neighbors.

We support organizations that promote health and well-being, active lifestyles, diversity, youth and education. And when our neighbors are facing an emergency, we donate products, money and volunteer time to help those who need it the most.

Each year, we give on average about \$4 million in cash donations and more than \$500,000 in product donations and employee volunteer time. Among our community investment initiatives and programs are:

ONE DAY'S PAY AND LOCAL COMMUNITY INVOLVEMENT

Introduced in 2006, One Day's Pay encourages our employees to get involved with a DPS sponsored volunteer project during working hours. Volunteer projects are identified quarterly to provide variety for our employees and come from all areas of the community including education, health & well-being, environment and others.

In 2007, One Day's Pay accounted for a total of nearly 7,800 hours of employee volunteer time, or about \$250,000 in equivalent wages.

One Day's Pay and other employee-driven volunteer, sponsorship and fund-raising initiatives have benefited the local efforts of organizations such as Habitat for Humanity, MS Society, Children's Miracle Network, Susan G. Komen Race for the Cure, United Way, YMCA and a wide range of local community groups.

In a number of our communities across the continent, employees rally to support childhood education and well-being through youth mentorship programs, and annual school supply, clothing and toy drives; assemble fund-raising teams for local walks and runs; raise money for the families of troops deployed overseas; and team up on numerous landscaping, renovation, gardening, sustainable agriculture and restoration projects that brighten lives and improve surrounding neighborhoods.

In Mexico, both the government and CEMEFI (Mexican Center for Philanthropy) have recognized the company for our work in supporting education and families as well as for providing career opportunities for employees with physical challenges and other special needs.

CORPORATE DONATIONS

DPS donates to numerous organizations throughout North America, working independently and in partnership with numerous retail partners. Here are just a few examples of the organizations we support:

- Muscular Dystrophy • y Association – 7UP is one of the oldest corporate sponsors of MDA and has raised more than \$40 million since 1973.
- Hispanic Heritage Foundation - Dr Pepper was a founding sponsor of the Hispanic Heritage Awards.
- Speaking of Women's Health - A non-profit foundation, with a goal to educate women about health matters so that they can better care for themselves, and for their families.
- American Diabetes Association - DPS has been a corporate partner with ADA since 2005.
- Juvenile Diabetes Research Foundation - The leading charitable fund-raiser and advocate of type 1 (juvenile) diabetes research worldwide.



Ethical Sourcing

At Dr Pepper Snapple Group, we owe the quality, strength and integrity of our company and brands largely to the people who support our business. This includes our 20,000 DPS employees across North America and the Caribbean as well as the people working for companies around the world who supply us with the materials, ingredients, resources and equipment that bring our brands to life.

To that end, we work closely with all of our partners in our global supply chain to ensure that our brands are produced to high standards by people who are well-treated and compensated fairly for their work.

WORKING WITH SUPPLIERS

We do business with thousands of companies worldwide – from office supply and business technology firms to international agribusinesses, ingredient suppliers and packaging manufacturers. All play an important role in the success of our brands, the satisfaction of our stakeholders and the value returned to our shareholders.

We expect every company we work with to meet or exceed the standards set forth in our Ethical Sourcing Code of Conduct. This code is based largely on the Ethical Trading Initiative, which has established internationally recognized standards covering employee working conditions. Among other commitments from our suppliers, we require that:

Employment is freely chosen, with no forced, bonded or involuntary labor of any kind.

Working conditions are safe and hygienic, compliant with industry standards, with adequate steps taken to prevent accidents and injuries.

Child labor is not used.

Wages and benefits meet minimum national legal standards or industry benchmarks.

Working hours are not excessive and comply with national laws and industry benchmarks.

No discrimination of any kind is practiced in hiring, compensation, access to training, promotion, termination or retirement.

These standards are at the heart of how we do business and guide our relationships with our supply chain partners. In addition to engaging regularly and directly with our suppliers, we use a respected independent auditor to review operations to ensure alignment with these standards as well as all aspects of good manufacturing practice.

With these high standards established throughout our value chain, our stakeholders can be confident that we work hard to ensure that everything that goes into our great brands is produced ethically.

FORWARD-LOOKING STATEMENTS. This document contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, including, in particular, statements about future events, future financial performance, plans, strategies, expectations, prospects, competitive environment, regulation, and cost and availability of raw materials. Forward-looking statements include all statements that are not historical facts and can be identified by the use of forward-looking terminology such as the words "may," "will," "expect," "anticipate," "believe," "estimate," "plan," "intend" or the negative of these terms or similar expressions. These forward-looking statements have been based on our current views with respect to future events and financial performance. Our actual financial performance could differ materially from those projected in the forward-looking statements due to the inherent uncertainty of estimates, forecasts and projections, and our financial performance may be better or worse than anticipated. Given these uncertainties, you should not put undue reliance on any forward-looking statements. All of the forward-looking statements are qualified in their entirety by reference to the factors discussed under "Risk Factors," "Special Note Regarding Forward-Looking Statements," and elsewhere in our Registration Statement on Form 10 filed with the Securities and Exchange Commission on April 22, 2008. Forward-looking statements represent our estimates and assumptions only as of the date that they were made. We do not undertake any duty to update the forward-looking statements, and the estimates and assumptions associated with them, after the date of this release, except to the extent required by applicable securities laws.