



Dr Pepper/Seven Up, Inc.  
Consumer Relations  
P.O. Box 869077, Plano, Texas 75086-9077  
5301 Legacy Drive, Plano, Texas 75024  
800-696-5891

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April 2, 2004

Mr. Rusty Lucas  
PO Box 42  
Sandusky, OH 44871 USA

Dear Mr. Lucas:

Thank you for contacting us with a suggestion you feel may be of interest to us. We always appreciate it when our customers are loyal enough to share their ideas and suggestions with us.

As you can imagine, we receive numerous suggestions from our consumers. However, we employ a number of skilled marketing, product, packaging and advertising specialists who work continually to provide our consumers with the best possible products and promotions. It is our policy to rely on these professionals in the development of new products, packaging, advertising and promotions.

Nevertheless, we thank you for your interest in our products.

Sincerely,

Consumer Relations  
Reference # 1-13580861