

RUSTY LUCAS
P.O. Box 422
SANDUSKY, OHIO 44871-0422

March 12, 2004

Dr. Pepper/Seven UP Companies, Inc.
P.O. Box 869077
Plano, Texas 75086-9077

Dear 7-Up:

About four years ago I wrote a letter to your company (on December 6, 1999 to be precise); however, I forgot to mail it because I did not have any postage stamps at the time. Well, a few days ago I finally broke down and bought a book of stamps at my local post office. I could not believe it when the postal worker lady told me that regular first class stamps now cost 37¢ each! Holy Cow!

Anyway, my letter from December of 1999 was kind of time relevant, so I do not know if you can still use my ideas or not, but I wanted to send it to you anyway. I am enclosing a copy of that letter with this cover explaining why you are just now receiving a letter that is over four years old! I would just blame it on the post office's slow delivery -- for crying out loud they are fleecing America with these postal rates! But that would be dishonest, and my Poppa always told me that if you can't be nice you can at least be honest. It was my fault anyway because I ran out of postage stamps when I tried to mail a bowling ball to my cousin Edwin for Christmas 1999.

As you can see, my mailing address has changed since December 1999, so PLEASE send your reply to my post office box. (When I bought my stamps I also decided to rent a post office box so that I could be like all of those television advertisements where you send mail to a post office box! It is quite exciting).

If you think you might still be interested in the idea in my enclosed letter from December 6, 1999 please let me know ASAP. And if you have any soft drink baseball caps that are free promotionals I would like to have one if you are giving any away.

Thanks!

Rusty

RUSTY LUCAS
1219 E. Perkins Ave. J4
Sandusky, Ohio 44870

December 6, 1999

Dr. Pepper/Seven UP Companies, Inc.
P.O. Box 869077
Plano, Texas 75086-9077

Dear 7-Up:

Oh 7-Up! I so love your carbonated flavor drink! You can ask my friends, (I will supply names and addresses if you want) -- they will tell you that I only drink 7-Up and nothing else!

I was fearful a few years ago when I heard that you were going to change the formula and flavor of 7-Up. (Remember when Coca-Cola tried that and you saw what happened?) I thought that the only change that should ever be considered for your fine beverage would be to return to the original flavor of Bib-Label Lithiated Lemon-Lime Soda. (As you can see, I know very well the origin and history of my favorite beverage). This return to 7-Up roots was the only change upon which I could give my blessings. Not necessarily because I like the taste of Bib-Label Lithiated Lemon-Lime Soda, because I am only 28 years old and I have not been alive long enough to have tasted Bib-Label Lithiated Lemon-Lime Soda. No... I just have an affinity for history and that is the reason why I could accept a change back to the flavor of Bib-Label Lithiated Lemon-Lime Soda. When I am sitting here researching my own genealogy, I like to think that maybe my thrice great-uncle Andrew Adolphus Somerville used to drink Bib-Label Lithiated Lemon-Lime Soda, and that it could be a common link between us.

Anyway, I thought that I would not like the "new" 7-Up, because you cannot improve on perfection. But, my effervescent friends, I was wrong. You have made a great thing even greater! Now I am interested to know whether you have any Y2K promotions planned for 7-Up. Are there any plans to introduce a new beverage in celebration of the new millennium? Think about it. There weren't many things to drink back in the year 999. There wasn't much advertising either, so I doubt that many new drinks surfaced in the year 1000 -- maybe four or five at the most.

But they didn't have the Internet back in 999 either. You should capitalize on this! I've conducted a survey among my friends and they BOTH agreed that the name Y2K-Up is better than 2000-Up. You could even call it '2 cup' because that is what it looks like it would sound like. You could try to convince people to drink two cups at a time -- increased sales!!! A poll of 18-30 year olds in my household shows unanimous support and consent for this new drink!

It doesn't take a genius to know that I love your beverage. Likewise, I approve of the new logo and can design. But I have a question about the cans. I bought a 12 pack of 7-Up from my local grocer and I was both surprised and delighted to see that my 7-Up was now coming in those wide mouth cans. I was bubbling with joy! Is this going to continue in the future? Or is it just a short promotion? I must tell you that when it comes to aluminum beverage can design and the openings on top, size DOES matter!

I had a few dozen wide mouth cans of 7-Up. And while visiting my grocer, I noted that the Sprite cans all had those tiny drink holes. How typical. Those folks at Sprite just don't have a clue, do they? I mean, I'll give them kudos for getting cool guys like Grant Hill and Tim Duncan to advertise, but even that superstar power can't put them past the taste of 7-Up and the wide mouth cans!

I would like to remain informed of any Y2K promotions from 7-Up, so please put me on your mailing list updates. Thank you and please consider marketing Y2K-Up for the new millennium.

Sincerely,

Rusty Lucas

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