

Mountain Dew Fans Say "Yahooooo!!!!"- Willy's "Throwback Shack" is Now Fully Open to the DEW Loving Public
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Mountain Dew Throwback® Creates an Interactive Digital Representation of Willy's Home for Fans to Explore Every single day

DEW is giving away hundreds of fan-friendly DEW themed items from a Mountain Dew MacBook to a Mountain Bike and Everything In-between

PURCHASE, N.Y., July 5, 2011 /PRNewswire/ -- This summer Mountain Dew® (DEW) is celebrating the permanent return of Mountain Dew Throwback® – retro DEW made with real sugar – with an online ["Throwback Shack"](#) designed to immerse consumers in the vintage brand. The Shack was created to provide an interactive experience representative of the home of Willy, the 1960s animated Mountain Dew pitchman. As part of this digital experience, Willy will share his favorite DEW® collectibles from over the years with all the brand's fans.

To view the multimedia assets associated with this release, please click:
<http://www.multivu.com/mnr/50933-mountain-dew-throwback-shack>

Throwback Shack users can enter to win prizes – which include retro-themed DEW branded clothing, furniture, appliances and even a 4' tall statue of Willy – by "wanting" items as they go along. Fans can enter for their favorite prizes every day and have the chance to win until August 7.

DEW first opened the doors of the Throwback Shack in April and now the entire house is available to be "toured" online, and all prizes are accessible to DEW fans who visit the site. The latest tour reveals prizes that include a flat screen TV, a Mountain Dew pinball machine and a secret stash of Mountain Dew Revolution, a Mountain Dew flavor that is not currently available in stores. While touring the Shack, fans can also listen to a retro music playlist courtesy of 8tracks, upload their favorite DEW memories into an interactive scrapbook, and explore DEW-inspired recipes like Mountain Dew pancakes, stir-fry, and steak marinade.

"The Throwback Shack is an interactive celebration of all things DEW," said Brett O'Brien, vice president of marketing, Mountain Dew. "We have the most creative and dedicated fans in the beverage business – who can create Christmas trees out of DEW cans, and stockpile memorabilia from as early as the 1960s. Our fans do it all – and we wanted to thank them by creating an interactive representation of Willy's house, where we're giving away everything that Willy has collected over the years. What better way to say thanks than with a chance to win limited edition DEW prizes."

To visit the Mountain Dew Throwback Shack, check out www.dewthrowbackshack.com.

About Mountain Dew

With its one-of-a-kind citrus taste, Mountain Dew exhilarates and quenches with every sip. In addition to original Mountain Dew, the permanent DEW product line includes Diet Mountain Dew, Mountain Dew Throwback, Mountain Dew Code Red, Mountain Dew LiveWire, Mountain Dew Voltage and Mountain Dew White Out.

For more information, check out www.mountaindew.com or www.facebook.com/mountaindew or on twitter @mtn_dew.

About PepsiCo

PepsiCo offers the world's largest portfolio of billion-dollar food and beverage brands, including 19 different product lines that each generates more than \$1 billion in annual retail sales. Our main businesses - Frito-Lay, Quaker, Pepsi-Cola, Tropicana and Gatorade - also make hundreds of other nourishing, tasty foods and drinks that bring joy to our consumers in more than 200 countries. With annualized revenues of nearly \$60 billion, PepsiCo's people are united by our unique commitment to sustainable growth, called Performance with Purpose. By dedicating ourselves to offering a broad array of choices for healthy, convenient and fun

nourishment, reducing our environmental impact, and fostering a diverse and inclusive workplace culture, PepsiCo balances strong financial returns with giving back to our communities worldwide. For more information, please visit www.pepsico.com.

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