



FOR IMMEDIATE RELEASE

Pepsi® Searches for Canada's Music SuperFan

*Vote. Win. Meet Your Idol: One lucky Pepsi® SuperFan will present the JUNO™ Fan Choice Award During CTV's **THE 2009 JUNO AWARDS** broadcast, **Sunday, March 29***

Toronto (February 3, 2009) – One lucky music fan will have the chance to become a PEPSI SuperFan and share the spotlight with some of Canada's brightest musical stars at The 2009 JUNO Awards, Canada's Music Awards. Pepsi® brand, is the new sponsor of the JUNO™ Fan Choice Award, and will conduct a random draw selecting five fans to attend the awards show at General Motors Place in Vancouver, B.C. Of the five finalists, one will be chosen as the PEPSI SuperFan and will walk the red carpet and present the award during CTV's broadcast of **THE 2009 JUNO AWARDS**, airing **Sunday, March 29**.

The nominees for the JUNO™ Fan Choice Award include: Céline Dion, Feist, Hedley, Nickelback and The Lost Fingers. Beginning today, music fans nationwide will be able to vote for their favourite nominee online at www.junos.ctv.ca. The voting and contest will close on March 15, 2009 at 11:59 pm EST.

This is the first year the Pepsi® brand is partnering with the JUNO™ Fan Choice Award, the only fan-voted honour at The JUNO Awards. According to Cheryl Radisa, Vice President of Marketing, Pepsi-Cola Brands, PepsiCo Canada is thrilled to be part of The JUNO Awards, and they are looking forward to engaging fans by putting voting power in the hands of music fans across the country.

"We are excited about this new partnership with The JUNO Awards and CTV," Radisa says. "These are authentic, once-in-a-lifetime adventures we're creating with our consumer in mind. It's not just about winning something – this program is about opening a door for our consumers to be part of something big, about making their opinions count, and giving them experiences they can't get anywhere else."

Radisa also notes The JUNO Awards is a natural fit for the Pepsi® brand. "We know that music is a passion point for Pepsi® soft drink consumers. Pop music and pop culture have always been strongly identified with the Pepsi® brand. The JUNO Awards were an exciting choice because of this, but the added value of giving our consumers a voice to be heard, and the chance to rub elbows with Canada's top music artists and be on stage at THE JUNO AWARDS broadcast is just so uniquely Pepsi®."

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Information about the JUNO™ Fan Choice Award can be found online at www.junos.ctv.ca and in-store promotions in Western Canada.

Broadcast in high definition and 5.1 surround sound and hosted by Russell Peters, **THE 2009 JUNO AWARDS**, Canada's Music Awards, will air on CTV on Sunday, March 29th from General Motors Place in Vancouver. It will be the eighth year in a row that THE JUNO AWARDS will air on CTV, the official broadcast partner of The JUNO Awards. Since CTV joined forces with CARAS in 2002, THE JUNO AWARDS have travelled across Canada, bringing a live, electrified stadium show to millions of Canadians. CTV has broadcast THE JUNO AWARDS from St. John's (2002), Ottawa (2003), Edmonton (2004), Winnipeg (2005), Halifax (2006), Saskatoon (2007) and Calgary (2008). THE 2010 JUNO AWARDS will be broadcast once again from St. John's, NL.

Broadcast sponsors for **THE 2009 JUNO AWARDS** are Garnier, Pepsi, Pontiac and Rogers.

Sponsors of The 2009 JUNO Awards include FACTOR, Canada's Private Radio Broadcasters and the Government of Canada through the Department of Canadian Heritage's "Canada Music Fund," The Province of British Columbia, The City of Vancouver, Music BC and Radio Starmaker Fund.

About PepsiCo Beverages Canada:

PepsiCo Beverages Canada is a leader in the Canadian beverages industry and markets a variety of beverages under the following trademarks: PEPSI, DIET PEPSI, 7UP, MOUNTAIN DEW, MUG, AQUAFINA, SOBE, LIPTON and BRISK ICED TEAS, STARBUCKS BOTTLED FRAPPUCCINO, GATORADE, DOLE and TROPICANA.

About CARAS:

The Canadian Academy of Recording Arts and Sciences/L'academie canadienne des arts et des sciences de l'enregistrement (CARAS) is a not-for-profit organization created to preserve and enhance the Canadian music and recording industries and to contribute toward higher artistic and industry standards. The main focus of CARAS is the exploration and development of opportunities to showcase and promote Canadian artists and music through vehicles such as The JUNO Awards. For more information on The 38th Annual JUNO Awards or The Canadian Academy of Recording Arts and Sciences (CARAS) please visit our websites at www.carasonline.ca and www.junoawards.ca.

About CTV:

CTV, Canada's largest private broadcaster, offers a wide range of quality news, sports, information, and entertainment programming. It has the number-one national newscast, [CTV National News With Lloyd Robertson](#), and is the number-one choice for prime-time viewing. CTVglobemedia Inc. is Canada's premier multi-media company which owns CTV Inc. and The Globe and Mail. CTV Inc. also owns radio stations across the country, and leading national specialty channels. Other CTVglobemedia investments include an interest in Maple Leaf Sports and Entertainment, and in Dome Productions, a North American leader in the provision of mobile high definition production facilities. More information about CTV may be found on the company website at www.ctv.ca.

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Weblinks:

Pepsi: www.pepsiaccess.ca

The JUNO Awards: www.junoawards.ca

CTV: www.junos.ctv.ca

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