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## REBUS: THAT'S SNAPPLE'S FINAL ANSWER.

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Snapple is putting a mind-expanding rebus puzzle and a 1-in-24 chance of winning under every Snapple cap in the Flip Your Lid summer game promotion.

In addition to the chance to win cash, free Snapple, and other fun gadgets like Snapple watches, the promotion also "gives consumers the amusement and unexpected fun they expect from Snapple," says Maura Mottolese, the brand's vp marketing. "It's a puzzle and a beverage in one, and everyone walks away with a smile."

Solutions to the puzzles will be available on [www.snapple.com](#), along with a link to [MTV.com](#), where consumers can play the Snapple/MTV music rebus game. They can also enter to win one of six trips to be guests at MTV's Total Request Live in New York's Times Square. Giveaways at events nationwide, radio and web ads, and a full line of POS will support the promotion.

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**Knight Ridder/Tribune Business News**; October 31, 2003; 692 words Daily News, **New York Knight Ridder/Tribune**...Bill Thompson wants the **Snapple** deal canned. He blasted...the Yankees back when **Snapple** was "The Official Iced...inked their deal with **Snapple** before Perello's hiring...2003, Daily News, **New York**. Distributed by Knight...



#### [New York City Controller Vows to Review City's Snapple Deal.](#)

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