

The Merriam Report **DPS** 12/31/10 **DR PEPPER SNAPPLE GROUP, INC.**

All amounts in millions except for earnings per share

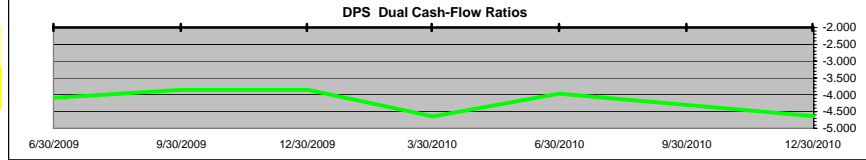
Quarterly period ending:	2 6/30/2009	3 9/30/2009	4 12/31/2009	1 3/31/2010	2 6/30/2010	3 9/30/2010	4 12/31/2010	Averages		
Earnings Per Share (Incl. Ext. Items)	\$ 0.620	\$ 0.590	\$ 0.440	\$ 0.350	\$ 0.74000	\$ 0.600	\$ 0.490	\$ 0.547		-1
% Change in E.P.S. (from prev. qtr.)		-4.8%	-25.4%	-20.5%	111.4%	-18.9%	-18.3%	3.9%		-1
Total Revenues	148100.0	143400.0	135600.0	124800.0	151900.0	145700.0	141200.0	141528.6		-1
% Change in Revenues (from prev. qtr.)		-3.2%	-5.4%	-8.0%	21.7%	-4.1%	-3.1%	-0.3%		-1
Cost of Revenues	59600.0	57900.0	52800.0	49600.0	59300.0	60000.0	55400.0	487085.7		-1
Accounts Receivable:	62900.0	57700.0	57200.0	56100.0	60600.0	55800.0	57100.0	58200.0		1
% Change in Receivables (from prev. qtr.)		-8.3%	-0.9%	-1.9%	8.0%	-7.9%	2.3%	-1.4%		-1
DSO's (# of days it took customers to pay)	38.6	36.6	38.4	40.9	36.3	34.9	36.8	37.5		1
Inventories:	28400.0	27500.0	26200.0	27000.0	26900.0	28300.0	24400.0	26957.1		1
% Change in Inventory (from prev. qtr.)		-3.2%	-4.7%	3.1%	-0.4%	5.2%	-13.8%	-2.3%		1
Inventory as a % of Sales	19.2%	19.2%	19.3%	21.6%	17.7%	19.4%	17.3%	19.10%		1
Prepaid Expenses:	7,600.00	7,100.00	11,200.00	16,900.00	16,100.00	17,600.00	12,200.00	12671.4		
Other Current Assets:	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
Property, Plant & Equip. (net):	101300.0	104100.0	110900.0	110600.0	111000.0	112300.0	116800.0	109571.4		
% Change in P,P& E (from prev. qtr.)		2.8%	6.5%	-0.3%	0.4%	1.2%	4.0%	2.4%		
Accounts Payable:	80300.0	85100.0	85000.0	79800.0	88400.0	94700.0	85100.0	85485.7		1
% Change in Payables (from prev. qtr.)		6.0%	-0.1%	-6.1%	10.8%	7.1%	-10.1%	1.3%		1
Quarterly period ending:	6/30/2009	9/30/2009	12/31/2009	3/31/2010	6/30/2010	9/30/2010	12/31/2010			
Total Liabilities:	581000.0	566200.0	558900.0	605500.0	615500.0	620500.0	640000.0	598228.6		
Shareholder equity:	292000.0	307800.0	318700.0	306200.0	282300.0	258500.0	245900.0	287342.9		
Retained Earnings (Accum. Deficit)	-14000.0	1100.0	8700.0	13800.0	26000.0	34600.0	40000.0	15742.9		
Operating Cash Flow (OCF)	-20313.0	10686.8	29086.3	21586.2	9986.2	-5314.1	-12514.1	4743.5		-1
OCF as % of Revenues	-13.7%	7.5%	21.5%	17.3%	6.6%	-3.6%	-8.9%	3.79%		-1
Balance Sheet Cash Flow (BSCF)	580984.9	566185.0	558884.7	605484.7	615483.5	620483.2	639984.6	598212.9		-1
BSCF as % of Revenues	392.3%	394.8%	412.2%	485.2%	405.2%	425.9%	453.2%	424.11%		1
Spread between OCF & BSCF	-601297.9	-555498.2	-529798.4	-583898.5	-605497.3	-625797.3	-652498.7	-593469.4		-1
Ratios										
Spread to Revenues	-406.01%	-387.38%	-390.71%	-467.87%	-398.62%	-429.51%	-462.11%	-4.203		
Spread to OCF	-0.035	0.019	0.052	0.036	0.016	-0.009	-0.020	0.009		
MR Dual Cash-Flow Figure	-4.095	-3.855	-3.855	-4.643	-3.970	-4.304	-4.641	-4.195		
								-3.094		-10.63%
										-1.52%

The Merriam Report

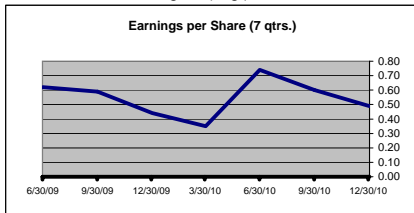
Quarterly period ending:	6/30/09	9/30/09	12/31/09	3/31/10	6/30/10	9/30/10	12/31/10		
MR Dual Cash-Flow Figure	-4.095	-3.855	-3.855	-4.643	-3.970	-4.304	-4.641	-1	-1

Merriam Report Signals:

- Recent Bearish
- Confirmed Bearish
- Recent Bullish
- Confirmed Bullish



MR Dual Cash-Flow Figure (avg.)

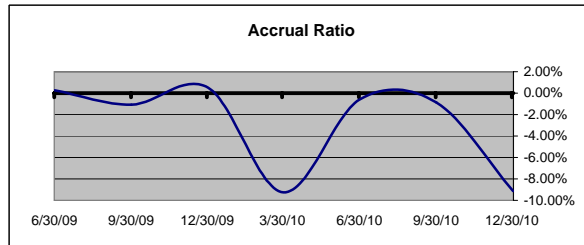


	06/30/09	09/30/09	12/31/09	03/31/10	06/30/10	09/30/10	12/31/10		
P/E	-23.81	-40.49	12.98	17.5	17.55	16.52	16.05	-1	2.3286
P/S	0.96	1.32	1.31	1.63	1.66	1.53	1.51	0	1.4171
P/FCF	10.7681	13.0473	13.1791	6.6854	6.6313	6.5533	4.0715	1	8.7051
PEG	0	0	0.047	0.0617	0.0519	0.0414	0	0	0.0289
Earnings Yield	-0.042	-0.0247	0.077	0.0572	0.057	0.0605	0.0623	1	0.0353
Cash-to-Total-Asse	0.0269	0.0323	0.0319	0.0626	0.0458	0.0255	0.0356	0	0.0372
Debt-to-Assets	0.3711	0.3477	0.3373	0.2815	0.286	0.2925	0.236	1	0.3074

	6/30/09	9/30/09	12/31/09	3/31/10	6/30/10	9/30/10	12/31/10	
Accrual Ratios	0.26%	-1.09%	0.50%	-9.25%	-0.59%	-0.86%	-9.14%	-0.45
Average Accruals		-2.88%						

Revenue Metrics (as % of Sales)

	Recent Qtr.		Combined Avg.
Research & Development	0.00%	0	0.00%
Cost of Sales	39.24%	1	39.83%
S/G/A	39.02%	1	39.05%
Payables	60.27%	1	60.40%
Capital Productivity			
Inventory / Revenues	\$ 0.173	1	\$ 0.190
Receivables / Revenues	\$ 0.4044	1	\$ 0.4112
Inventory & Receivables / Revenues	\$ 0.577	1	\$ 0.602
P,P&E / Revenues	\$ 0.827	-1	\$ 0.774



0.60% 0.03%

Summary of Merriam Report Signals

Dual Cash-Flow Figures

Recent Bearish

Confirmed Bearish

Recent Bullish

Confirmed Bullish

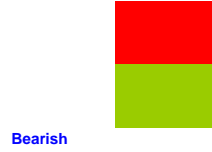
Operating Cash-Flow Trend
Balance Sheet Cash-Flow Trend



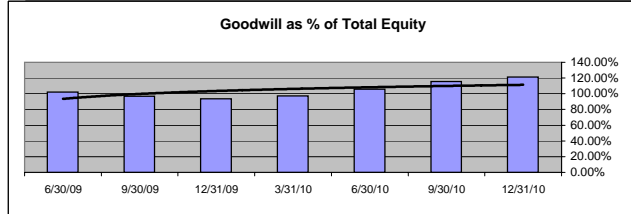
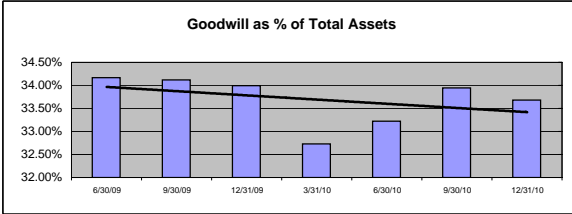
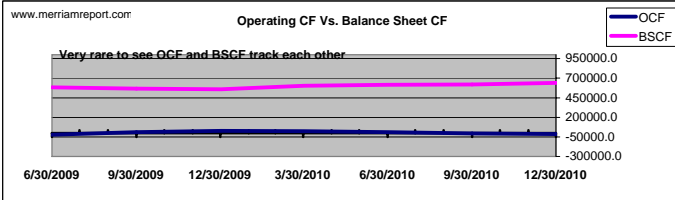
	6/30/09	9/30/09	12/31/09	3/31/10	6/30/10	9/30/10	12/31/10
OCF	-20313.0	10686.8	29086.3	21586.2	9986.2	-5314.1	-12514.1
BSCF	580984.9	566185.0	558884.7	605484.7	615483.5	620483.2	639984.6

Comparison of Recent Quarter Changes to Average

EPS
Revenues
Accounts Receivable
Days Sales Outstanding
Inventory
Accounts Payable
Accrual Ratios



Bearish



	6/30/09	9/30/09	12/31/09	3/31/10	6/30/10	9/30/10	12/31/10	AVG.	
Goodwill as % of Total Assets	34.17%	34.12%	33.99%	32.73%	33.23%	33.95%	33.68%	33.70%	1
Goodwill as % of Total Equity	102.16%	96.88%	93.60%	97.45%	105.67%	115.44%	121.35%	104.65%	-1
	2.99	2.84	2.75	2.98	3.18	3.40	3.60	3.11	-1
									-1

Dual Cash Flow Trend	-2
Financial Ratios (conventional)	2
Balance Sheet and Income Statement	-1
Accrual Ratios	-0.45
Revenue Metrics and Capital Productivity	5
Goodwill Trends	-1
Merriam Report Score	2.55

DR PEPPER SNAPPLE GROUP, INC.	12/31/2010	3/11/2011
Ending Period Share Price	\$ 35.16	\$ 37.47
Estimated Fair Value	\$ 34.66	
End Price to Est. FV	1.66%	8.11%

SHORT CANDIDATE
AVOID
HOLD
BUY
STRONG BUY

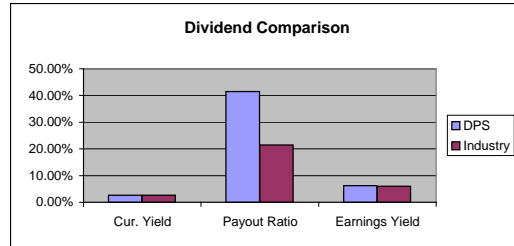
Valuation
OVERVALUED
Earnings Quality

Beverages (Non-Alcoholic)
Consumer/Non-Cyclical
Beverages

	DPS	Industry
Cur. Yield	2.63%	2.61%
Payout Ratio	41.47%	21.42%
Earnings Yield	6.23%	6.04%

Adjustments (Payables)	\$	0.56
Adjustments (Receivables)	\$	(0.19)
Adjustments (DSO)	\$	0.09
Adjustments (OCF)	\$	(0.63)
Adjustments (BSCF)	\$	(0.34)
Adjustments (Inventory)	\$	0.57
Total Adjustments	\$	0.07

Next Earnings 4/18/2011



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