

***Press Release: Internet Stars Fire up World's First Coke Zero and Mentos Rocket Car in Explosive 3-D Online Launch***

***For Immediate Release***

High-resolution images and background information available at:  
<http://www.eepybird.com/press-info/>

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**COKE ZERO + MENTOS = ROCKET CAR**  
***Internet Stars Fire up World's First Coke Zero and Mentos Rocket Car in Explosive 3-D Online Launch***

EepyBird, creators of the classic Coke & Mentos viral video, now propel a human more than 200 feet using only the power of Coke Zero and Mentos

Buckfield, Maine (June 1, 2010) -

The power of 108 two-liter bottles of Coke Zero and 648 Mentos mints propelled EepyBird into the annals of unusual records as mankind's first Coke Zero and Mentos Rocket Car video launched today on YouTube and EepyBird.com. The unique partnership of Fritz Grobe and Stephen Voltz, known as EepyBird, creators of the infamous YouTube Coke & Mentos viral videos, today released online video of their newest experiment, viewable in 3-D.

Dropping Mentos mints into bottles of Coke releases geysers of soda that can go as much as 30 feet into the air. The EepyBird team has now harnessed that power to explosively propel a human being over 200 feet.

As of today, the video can be viewed online in both 2-D and in 3-D at [www.EepyBird.com](http://www.EepyBird.com) and [www.youtube.com/eepybird](http://www.youtube.com/eepybird).

The new video was directed by Rob Cohen, the director of numerous feature films including "The Fast and The Furious." Mr. Cohen remarked, "launch an EepyBird on a rocket powered only by Coke Zero and Mentos? How could I resist to direct that!" Grobe added, "We nicknamed the rocket car 'The Fizzy and the Furious' in Rob's honor."

EepyBird, the duo of Fritz Grobe and Stephen Voltz, started an Internet phenomenon with their 2006 viral video of Coke & Mentos geysers inspired by the Bellagio fountains in Las Vegas. They were named to Vh1's list of Greatest Internet Superstars and were voted GoViral's Online Game Changer of the Decade. By conservative estimates, their videos have now been viewed over 120 million times.

For EepyBird's latest exploit, "The Coke Zero & Mentos Rocket Car," the duo has been working for almost four years developing methods to harness the power of Coke and Mentos. "Our first efforts were less than spectacular, with some of our early attempts going two or three feet - or

even going backwards,” said Voltz. “But we finally figured out how to incorporate a simple piston and cylinder mechanism, and then we started getting some serious distance.”

In the new video, the Coke Zero & Mentos Rocket Car traveled an amazing 221 feet, a world record. Although, Grobe added, “I think we’re the only ones trying to break it.”

“We’re excited to have a completely new twist on one of the most popular science demonstrations of this generation,” said Voltz. “It’s great to find new ways to make science fun.”

The Coke Zero & Mentos Rocket Car was filmed in high definition and can be seen at [www.EepyBird.com](http://www.EepyBird.com) and [www.YouTube.com/EepyBird](http://www.YouTube.com/EepyBird). And with standard red/blue tinted glasses, it can also be viewed in 3-D. Viewers can create a pair of 3-D glasses by following free instructions at [EepyBird.com](http://EepyBird.com) or can order a pair from the website.

Grobe and Voltz are among the first viral video makers working in 3-D. “With all the new excitement about 3-D,” said Voltz, “we decided it was time for a viral video in 3-D. And we thought, what could be cooler in 3-D than a rocket car coming out of the screen, right at you.”

Renowned music artist BT created a unique soundtrack for this groundbreaking video. He was also the composer for Cohen’s “The Fast and the Furious” and numerous other feature films.

In selected countries later this year, the Coca-Cola Company will show a version of the viral film as spots in limited 3-D cinemas. “When Fritz and Stephen came to us with this impossible stunt,” remarks Stafford Green, head of Digital Marketing for Coca-Cola Europe, “we were very excited. Seeing it on a big screen in 3-D, as Fritz clutches the steering wheel after that loud whoosh of the launch – this film will soak the audience with the kind of fun only Eepybird can create.”

The stunt was filmed at the historic blimp hangars at the Marine Airbase in Tustin, California by sekretagent Productions. “We were looking for a stunning location, and what better than one of the largest wooden structures ever built by man - for one of the most amazing stunts ever built by man,” said Voltz.

With all that soda involved, the team made sure that all the soda bottles were recycled. “We want to make science fun, and in the process, we make sure that we do the right thing. So we recycled all the Coke Zero bottles we used,” said Grobe.

“We’re really grateful to Coca-Cola and Mentos for helping make this new spectacle happen,” said Voltz. “And we hope that, with our absurd experiment, we’ll get people thinking that if Coke Zero and Mentos can fuel a rocket car, perhaps we can all think outside the box and find equally creative alternative fuels.”

“Perhaps someone can find alternative fuels that are a bit more practical, however,” adds Grobe.

The Coke Zero & Mentos Rocket Car can be viewed online today at [www.EepyBird.com](http://www.EepyBird.com) and at [www.YouTube.com/EepyBird](http://www.YouTube.com/EepyBird).

### **Quick Facts:**

Bottles of Coca-Cola Zero used: 108 two-liter bottles, all recycled

Mentos mints used: 648

Distance traveled: 221 feet, a new world record for human propulsion powered by nothing but Coke Zero & Mentos

### **About EepyBird:**

Advertising Age called their work “the most important commercial content” of the year, and The New York Times called them simply “hilarious.” EepyBird is a company that explores creativity, and in particular, how ordinary objects can do extraordinary things. Their renowned viral videos featuring geysers of Coke & Mentos and waterfalls of sticky notes have been viewed over 120 million times.

EepyBird’s founders, Fritz Grobe and Stephen Voltz, have appeared on The Late Show with David Letterman, Mythbusters, Ellen, The Today Show, and more. They have performed live at festivals and corporate events in Paris, London, Istanbul, Las Vegas, and even on Wall Street.

They have now won four Webby Awards, an OMMA Best in Show Award, and been nominated for two Emmy Awards. They’ve set three Guinness World Records for Coke & Mentos geysers, and will attempt a new record in Germany this summer.

EepyBird has appeared in videos for Blue Man Group, Barenaked Ladies, and Weezer’s 2009 Grammy-winning video “Pork & Beans.”

They are currently working with their creative team at the EepyLab in Buckfield, Maine on several new experiments that use everyday objects in innovative ways.

For more information and to view their videos, visit [www.EepyBird.com](http://www.EepyBird.com).

### **Additional Quotations:**

“I think a few of people in the crew didn’t think this Coke Zero and Mentos Rocket Car would actually work. When Stephen Voltz pulled the lever, Coke Zero flew way high in the air -- and with a huge woosh, Fritz Grobe and that contraption flung forward really, really fast. It was amazing. We all kept laughing and hollering as it went more than 200 feet.” – Stafford Green, head of Coca-Cola Interactive Marketing

“We were pushing the limits of technology on this shoot, creating a 3-D experience unlike anything we’ve seen before. It was one of the most challenging shoots of my life, and it never would have been possible without Rob Cohen’s visionary directing, Coca-Cola’s and Mentos’ unwavering support, and Eepy Bird’s creativity and professionalism.” - Dooma Wendschuh, CEO sekretagent Productions, Inc.

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