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ROUTE 66 ICON CELEBRATES MILESTONE POPS Reflects on Astounding First Year

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Arcadia, OK – In May 2006, architect Rand Elliott and owner Aubrey McClendon broke ground on a new destination along the famed Route 66. One year ago, on August 6, 2007, POPS, with its landmark architecture and combination of food, fuel, and fizz opened to immediate acclaim as a new Route 66 icon. POPS has continued to exceed all expectations by selling more than 600,000 bottles of soda while serving an average of 1,000 customers per day. The phenomenon that is POPS has attracted not only the locals, but also guests from almost every state in the union as well as an impressive number of countries such as Germany, China, Spain, Japan and Australia.

From the day POPS opened its doors; it made national news and stirred up media interest nationwide. POPS has been featured on the Today Show, MSNBC, CNN, CBS, Food & Wine, Travel + Leisure and will be featured in the May 2009 issue of Southern Living Magazine. Travel + Leisure's June issue declared POPS as one of the Top 50 places to visit in the U.S., as well as one of the Best New Sweet Stops in the country. stops.

POPS Marketing Manager, Jessica Ockershauser, could not be happier with the first year of operation. "We never knew just how quickly the POPS name would spread", said Ockershauser. "This year has given the management and staff at POPS a chance to see a small store on Route 66 become a major tourist destination. Not only are we thrilled about the booming business at POPS, but we are very excited to promote the state and Route 66 as well."

POPS signature and main draw is, of course, FIZZ! "It's been amazing to see the lines that form in front of the cooler doors", said Marty Doepke, POPS General Manager. "The soda definitely draws people in, and once they are here, they really feel a sense of nostalgia when they discover sodas they haven't seen in years, some that even remind them of their parents or grandparents." POPS stocks nearly 600 types of sodas in the cooler and also offers guests a touch screen kiosk where they can hand-pick from more than 700 sodas and have them shipped anywhere in the United States. POPS has distinctly tapped into its unique signature and has become a leading soda retailer nationwide. "According to our distributors, we have the largest retail selection of bottled soda in the U.S.", said Doepke.

POPS continues to bring new life to the Mother Road while also bringing a national audience to Oklahoma, showcasing how much the state has to offer. Owner Aubrey McClendon and architect Rand Elliott envisioned POPS as a destination, and it has indeed become a vibrant tourist attraction that has benefited the small town of Arcadia as well as other tourist spots along Route 66.

According to Doepke and Ockershauser, their plans for the future include continuing to build on POPS success as a Route 66 icon, an Oklahoma destination, and a positive, memorable experience for everyone who walks through the doors for food, fuel, and fizz!

For More Information:
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