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An Ice-Cold Coke Melts an Ice-Cold Heart in New Soccer Ad

Coca-Cola Commercial Invites Hispanic Soccer Fans in the U.S. to Come Together and "Open Happiness"

Interactive Technologies Add Heat to Summer of Soccer Celebration

ATLANTA--(BUSINESS WIRE)-- We all know what it feels like to be pushed past our limit, to be knocked down one too many times, to have someone constantly beat us to the finish line. But sometimes all it takes to cool off the hottest of rivalries and bring enemies together is an ice-cold Coca-Cola.

That is exactly what Hispanic soccer fans saw in a new ad by Coca-Cola which debuted June 5, 2011, during the broadcast of the 2011 CONCACAF Gold Cup on Univision.

The commercial, entitled "Buscando Coca-Cola" ("Searching for Coca-Cola"), showcases the magical unifying power of Coca-Cola through the eyes of a man desperately seeking a supply of Coke before the start of a soccer match. As he runs through his neighborhood, the man continually finds himself one step behind his pesky neighbor, who takes the last Coca-Cola from each store. When the man returns home empty-handed, the neighbor looks down at his six pack of Coca-Cola, experiences a change of heart and walks next door to share. Touched by his neighbor's generosity, the man invites him to join a party in his backyard, where everyone is enjoying ice-cold Coca-Cola.

"The new ad perfectly conveys the role of Coca-Cola in the world of sports, especially in soccer. It shows how it brings people together and enhances the celebrations," said Miguel Nigrinis, Coca-Cola Sr. Brand Manager, Hispanic Marketing, Coca-Cola North America. "While teams and fans stand in opposition to one another on the field, they can unite and experience true friendship over the great taste of Coke."

Since 2009, Coca-Cola has encouraged Hispanics to "Destapa Tus Suenos," or "Unleash Your Dreams," as part of its "Destapa La Felicidad" campaign -- the Hispanic adaptation of "Open Happiness." The new ad invites all Hispanic-Americans to bring home a Coke and unleash the spirit of togetherness as they anxiously await the start of a summer full of soccer action with the 2011 CONCACAF Gold Cup.

Both television and radio versions of the commercial will air on Spanish language networks Univision and Telefutura throughout the summer to help build excitement for other soccer tournaments later in the season. Fans can also view the commercial on the Plaza Coca-Cola YouTube channel, <http://www.youtube.com/user/plazacocacola>, as well as get a behind-the-scenes look at the making of the ad, which features actor Efen Ramirez, best known as "Pedro Sanchez" in the blockbuster indie film Napoleon Dynamite.

The commercial is not the only reason for fans to be excited for the summer of soccer. During the 2011 CONCACAF Gold Cup, Plaza Coca-Cola will be featured as an onsite interactive zone where fans can gather to celebrate and cheer on their favorite teams.

Soccer fans all over the world are known for gathering at iconic places to cheer for their nation's team. During selected games of the tournament's fan fest, Plaza Coca-Cola will be one of these places, displaying a large Coca-Cola bottle for fans to gather around to celebrate their teams. All events at the Plaza are free to the public and will feature a variety of activities for youth and adults alike, including:

- "Coca-Cola Happiness Dome" - fans have the chance to perform their own cheer/chant for their favorite team as they prepare to enter the stadium.
- "Coke Zero Impressive Moments" - fans can take an audio-visual tour of the Gold Cup's most impressive moments.
- Powerade Challenge - fans are challenged to complete three physical obstacles, enabling a jolt of energy before participating in the main celebration.

To further the celebration, Coca-Cola will debut two new cutting-edge technologies. The Coca-Cola Gigapixel Fan Cam will take a 360-degree snapshot of the stadium at selected games and generate the images online. Spectators can view the image of the game they attend on www.MCR.com/plaza and locate and tag themselves in the crowd. In addition to the Fan Cam, the brand will unveil the innovative sound platform Golfonia, which allows fans to go online and customize, create and share a song using the sounds of the game. An adaptation of this technology will be featured at Plaza Coca-Cola.

"Our 2011 soccer program is loaded with new innovations and festive activities that will connect Coca-Cola and Hispanic consumers in bold, interactive ways," said Nigrinis. "We're building excitement and anticipation for a summer of soccer so fans can get closer to the sport they love and toast their favorite team with an ice-cold Coke in hand."

About The Coca-Cola Company

The Coca-Cola Company is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Led by Coca-Cola, the world's most valuable brand, the Company's portfolio features 14 billion dollar brands including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply and Georgia. Globally, we are the No. 1 provider of sparkling beverages, juices and juice drinks and ready-to-drink teas and coffees. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate of 1.7 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that reduce our environmental footprint, support active, healthy living, create a safe, inclusive work environment for our associates, and enhance the economic development of the communities where we operate. For more information about our Company, please visit our website at www.thecoca-colacompany.com.

Source: The Coca-Cola Company