July 15, 2010

Happiness Follows The 2010 FIFA World CupTM Trophy Tour by Coca-Cola

Acclaimed Photographer Joseph Peter and Coca-Cola Partner to Create a Unique Photographic Study of African Happiness Documenting the 2010 FIFA World Cup™ Trophy Tour by Coca-Cola

Hand Made Version of the Book Raises $15,000 at Auction for the Nelson Mandela Foundation

ATLANTA--(BUSINESS WIRE)-- Joining the 2010 FIFA World Cup™ Trophy Tour by Coca-Cola on its first ever journey across the African continent, photographer Joseph Peter has captured a unique insight into African happiness as part of a new book in association with Coca-Cola.

"The African Book of Happiness" documents the FIFA World Cup™ Trophy Tour and is a photographic study of happiness and celebration across the African continent. Peter captured the epic journey of the trophy as he accompanied the FIFA World Cup™ Trophy Tour by Coca-Cola through 50 African countries over 75 days, during which time more than 200,000 fans were given a once-in-a-lifetime opportunity to see the greatest prize in football.

Capturing the optimism and positivity of the African people, the book shares the happiness of the continent with the rest of the world. As the FIFA World Cup™ Trophy Tour by Coca-Cola embarked upon its historic journey, the love of football in each country - not just the host nation - and the joy brought to people through their connection with this tournament was captured through beautiful photography.

The result of Peter's travels is a selection of the most uplifting and celebratory imagery of African people during an historic period for the continent. The iconic portraits depict African people of all ages, races, religions and nationalities and unites them through the medium of happiness.

"Having the opportunity to accompany the African leg of the FIFA World Cup™ Trophy Tour by Coca Cola has been an unforgettable experience," said Joseph Peter. "Traveling throughout Africa and interacting with the African people has allowed me to experience first hand the joy brought to so many people by the love of football. The collection of photographs displayed in this book represent the warmth and spirit of a wonderful continent and I look forward to sharing my experience with others across the world."

A limited number of handmade books have been created by Peter using rustic fabrics and materials collected during his journey. These unique artwork pieces will be displayed at the World of Coca-Cola in Atlanta and alongside exhibitions of the photographs in New York at the Paley Center, as well as being on display at the 2010 FIFA World Cup™ in South Africa. One of these handmade books was recently auctioned in South Africa at the Mandela Foundation Gala and raised $15,000 for the charity.

"The first ever FIFA World Cup™ to be held in Africa is truly a momentous occasion and we wanted to mark this unique event with a special experience for the African people," said Emmanuel Seuge, group director, worldwide sports and entertainment marketing, The Coca-Cola Company. "During the FIFA World Cup™ Trophy Tour by Coca-Cola, thousands of fans welcomed us to their countries and expressed their happiness and excitement about the tournament. We are honored to be able to translate their happiness into a beautiful book that can be shared with the rest of the world."

The trade edition of the book, published by Speigel and Grau, a division of Random House, will be available for sale worldwide in 2011 with a portion of the sales proceeds being donated to Coca-Cola's "Water for Schools" initiative. The "Water for Schools" program forms part of a $30 million legacy by Coca-Cola to provide at least 2 million people in Africa with clean water and improved sanitation by 2015.

Coca-Cola "Replenish Africa Initiative"

The "Water Scores Goals" effort builds upon a long and deep history of global water stewardship by Coca-Cola, including The Coca-Cola Africa Foundation's "Replenish Africa Initiative" to improve water resources in Africa. In March 2009, the foundation announced its latest commitment under the "Replenish Africa Initiative," an unprecedented, six-year, US$30 million drive to provide at least 2 million people in Africa with clean water and improved sanitation by 2015 - helping to meet the United Nations' "Millennium Development Goals" for access to clean water.

The "Replenish Africa" community water projects throughout the African continent by The Coca-Cola Africa Foundation reflect The Coca-Cola Company's water stewardship goal of returning to communities and to nature an amount of water equivalent to what the Company uses in all of its beverages and their production.

About The Coca-Cola Company

The Coca-Cola Company (NYSE: KO) is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Along with Coca-Cola(R), recognized as the world's most valuable brand, the Company's portfolio includes 12 other billion dollar brands, including Diet Coke(R), Fanta(R), Sprite(R), Coca-Cola Zero(R), vitaminwater(R), POWERADE(R), Minute Maid(R), Simply(R) and Georgia Coffee(R). 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 1.6 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that protect the environment, conserve resources 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.

About Joseph Peter

Joseph Peter is one of the most traveled young photographers in the world. He has visited over 130 countries before the age of thirty and is on pace to document every country on the planet by his thirty-fifth birthday. At the age of 18, Peter moved to Paris to work for ESPN during the 1998 FIFA World Cup(TM) and thereafter pursued his professional soccer career until the age of 24. A year later, he began to focus his creative energies on philanthropic endeavors. He is the youngest member of the SanDisk Extreme Team, a group of emerging

photographers pushing the medium of photography in new and innovative ways. For more information, please visit www.josephpeter.com.

Photos/Multimedia Gallery Available: http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6360157&lang=en

Source: The Coca-Cola Company