

January 31, 2008



# Coca-Cola Invites Viewers of Super Bowl Broadcast to Experience 'The Coke Side of Life'

## New Ads Set in Washington, D.C. and New York City Feature Well-Known Political Personalities and Character Balloons

ATLANTA--(BUSINESS WIRE)--

The nice guy finishes first? Two political opponents come together? It can only happen on 'The Coke Side of Life.'

On February 3, nearly 100 million viewers can enjoy these uplifting moments from 'The Coke Side of Life' when two new 60-second Coca-Cola ads debut on television's biggest stage during the broadcast of Super Bowl XLII on FOX.

"It's Mine" is a combination live action and computer generated spot set during the famous Macy's Thanksgiving Day Parade. When a giant Coca-Cola contour bottle balloon joins the parade, a good-natured tussle ensues among the skyscrapers of New York as several well-known character balloons vie for the floating Coke. In the end, the surprise victor shows that even a perennial underdog can triumph on 'The Coke Side of Life.'

Using Washington, D.C. landmarks as a backdrop, "Jinx" features Democratic strategist and commentator James Carville and former Senate Majority Leader Bill Frist. When the two utter the same word simultaneously during a television showdown, Frist invokes the "jinx" game, compelling Carville to buy him a Coke. With icy bottles of Coca-Cola in hand, the two spend the rest of the day enjoying 'The Coke Side of Life' throughout the Capital as political disagreements are temporarily forgotten.

"Coca-Cola is part of the celebrations that friends and families enjoy when they gather to watch the biggest game in sports," said Katie Bayne, chief marketing officer, Coca-Cola North America. "Choosing Coca-Cola and choosing to live on 'The Coke Side of Life' is about deciding to go for the positive. It's forgetting what makes us different and remembering what brings us together - watching the Super Bowl broadcast, the good guy winning or just sharing a Coke."

Beginning at noon on Saturday, February 2, the two new Coca-Cola ads will be available for advance viewing on [mycockerewards.com](http://mycockerewards.com). A special red football helmet icon on the site's homepage will act as a link to view the commercials.

These new spots are the latest additions to 'The Coke Side of Life' campaign. Entering its third year, this critically acclaimed global campaign highlights how Coca-Cola and living on 'The Coke Side of Life' bring people together in positive ways. For the second year in a row ads from 'The Coke Side of Life' will be featured during the Super Bowl telecast. Both Coca-Cola ads were created by Wieden & Kennedy of Portland.

In addition to the Coca-Cola ads, a new 60-second commercial for vitaminwater will be unveiled. Featuring NBA superstar Shaquille O'Neal as a jockey, this spot marks the first time the brand will advertise during the Super Bowl broadcast.

#### About The Coca-Cola Company

The Coca-Cola Company is the world's largest beverage company. Along with Coca-Cola(R), recognized as the world's most valuable brand, the Company markets four of the world's top five nonalcoholic sparkling beverage brands, including Diet Coke(R), Fanta(R) and Sprite(R), and a wide range of other beverages, including diet and light beverages, waters, juices and juice drinks, teas, coffees, energy and sports drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate exceeding 1.4 billion servings each day. For more information about The Coca-Cola Company, please visit our website at [www.thecoca-colacompany.com](http://www.thecoca-colacompany.com).

#### Editor's Notes:

- Screenshot and creative credits from both "Jinx" and "It's Mine" are available through the following FTP site:  
<http://www.wk.com/transfer>
- The site requires a username for access (password not needed). Username is: "cokesuperbowl."
- A digital file of the ad, "Jinx" for viewing and download is also available at the site.
- A digital file of "It's Mine" is not available.
- The ad, "Jinx," plus behind-the-scenes footage and interviews from the making of the ad, will be available via satellite on Thursday, January 31 and Friday, February 1, at the following times and coordinates:

DAY/DATE:	THURSDAY, JAN 31, 2008	FRIDAY, FEB. 1, 2008
TIME:	3:30 - 4:00 PM (ET) 7:00 - 7:30 PM (ET)	10:30- 11:00 AM (ET) 2:30 - 3:00 PM (ET)
SATELLITE:	Galaxy 26	Galaxy 26
TRANSPONDER:	14 C	14 C
DL FREQUENCY:	3980 H	3980 H
AUDIO:	6.2, 6.8	6.2, 6.8

Source: The Coca-Cola Company