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Diet Coke and Heidi Klum Use Their "Charm" to Raise Awareness of Women's Heart Health

Klum Joins The Heart Truth Campaign, Sponsored by the National Heart, Lung, and Blood Institute

ATLANTA--(BUSINESS WIRE)-- For the second straight year, Diet Coke has tapped Heidi Klum as its heart health ambassador in support of The Heart Truth campaign, a national effort sponsored by the National Heart, Lung, and Blood Institute (NHLBI) to educate women about the risks of heart disease. This year, Diet Coke's involvement in The Heart Truth will include sponsorship of The Heart Truth's Red Dress Collection fashion show on February 13th at Fashion Week 2009. Diet Coke also will debut a targeted print, television and digital advertising campaign featuring Heidi Klum; unveil packaging featuring The Heart Truth's Red Dress logo; and launch an updated Web site with consumer education about heart health as well as a traveling exhibit.

New this year, Klum is taking on the dual role of jewelry designer and model. She has created a Diet Coke Red Dress Charm, inspired by the Red Dress symbol, encrusted in rubies and diamonds and shaped like an hourglass to remind women it is time to get educated about heart disease, the #1 killer of women in America today. On February 22, 2009, Klum will wear the Diet Coke Red Dress Charm on the Red Carpet at the Academy Awards^(R) to help raise awareness for women's heart health.

For a chance to share Klum's new look for the Red Dress, consumers are invited to enter to win a limited-edition version of the charm by entering the Red Dress Charm Sweepstakes at DietCoke.com.

"For more than 25 years, Diet Coke has played an integral role in consumers' lives. We know that women today, now more than ever, are interested in taking care of their health, and with heart disease being the #1 women's health issue, Diet Coke is committed to spreading the message about good heart health," said Caren Pasquale Seckler, Group Director, Low-Calorie Colas, Coca-Cola North America. "Heidi Klum's star-power helped The Heart Truth message reach millions of women last year and with Heidi's help we hope to continue to keep the spotlight on this crucial issue, reaching even more women and their families with information and resources for healthier hearts."

Diet Coke Heart Truth Road Show

Diet Coke and the NHLBI will be taking The Heart Truth message directly to women in cities across the United States with The Heart Truth Road Show - a traveling national exhibit about women's heart health. Co-presented by Diet Coke, The Heart Truth Road Show will travel to six cities and each free event will showcase the one-of-a-kind red dresses worn on the runway at the Red Dress Collection fashion show during Fashion Week, and provide free

heart health screenings and educational materials. Starting in Minneapolis (3/6-3/8) The Heart Truth Road show will stop in Houston (3/13-3/15), Los Angeles (3/20-3/22), Charlotte (4/3-4/5), New York City (4/16-4/18) and Atlanta (4/24-4/26).

Packaging, Promotions and Advertising

Diet Coke will continue to expand awareness of The Heart Truth through national television, print and online advertising support. Print ads featuring Klum will run in six magazines including PEOPLE, while the TV ads will appear on high-profile shows such as American Idol.

Diet Coke will place The Heart Truth's Red Dress logo on more than six billion packages of Diet Coke to reach women with this important health message. Diet Coke also has secured the support of several retail partners who will be activating retail programs including Target, Publix, Kroger, SuperValu, Safeway and CVS, among many others.

Consumers can find more information on risk factors for heart disease and tips for staying heart healthy as well as ways to get involved in The Heart Truth by visiting DietCoke.com.

About The Coca-Cola Company

The Coca-Cola Company is the world's largest beverage company, refreshing consumers with more than 450 sparkling and still brands. Along with Coca-Cola, recognized as the world's most valuable brand, the Company's portfolio includes 12 other billion dollar brands, including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, POWERADE, Minute Maid and Georgia Coffee. 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 1.5 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 Web site at www.thecoca-colacompany.com.

About The Heart Truth Campaign

The Heart Truth is a national awareness campaign created by the National Heart, Lung, and Blood Institute, part of the National Institutes of Health, U.S. Department of Health and Human Services that warns women about their number one health risk, heart disease, and the need to take action against its risk factors. As the national symbol for women and heart disease, the Red Dress aims to inspire women to take action to protect their heart health. For more information visit www.hearttruth.gov.

Source: The Coca-Cola Company