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# Coca-Cola to Take FIFA World Cup Trophy on Its Biggest Ever Global Tour

**Second Ever "FIFA World Cup Trophy Tour by Coca-Cola" to Visit 89 Cities in 86 Countries During Nine-Month 134,017 Kilometer Journey**

**Coca-Cola to Distribute Free Tickets to Fans in Every Country for a Chance to See the Authentic FIFA World Cup Trophy**

ATLANTA--(BUSINESS WIRE)-- World football's greatest prize is set to embark on its biggest ever global tour as part of the FIFA World Cup Trophy Tour by Coca-Cola in anticipation of the 2010 FIFA World Cup(TM).

The Coca-Cola Company and FIFA, football's world governing body, today announced details of the route which will span 86 countries during the 225-day tour and allow thousands of fans around the globe to see the real solid-gold trophy in person.

The Trophy Tour, which will begin its journey from the FIFA Headquarters on September 21, 2009, will travel around the world before arriving in the host country of South Africa on May 4, 2010. The total distance the tour will travel is 134,017 kilometers (83,274 miles), or more than three times the circumference of Earth. The Tour was developed through an exclusive partnership between FIFA and Coca-Cola, a FIFA Partner and one of the organization's longest-standing corporate partners.

During the Trophy Tour, fans will be given the chance to enjoy a rare close-up view of the authentic FIFA World Cup Trophy. Free tickets to the 2009/10 Trophy Tour will be made available to consumers via Coca-Cola promotions in countries on the route. At events in each city, fans will have the opportunity to have a souvenir photo taken of themselves with the trophy, view a special 3-D movie showcasing memorable moments of the FIFA World Cup, participate in interactive displays and enjoy other entertainment. Countries and dates of the route are subject to change.

"This year's FIFA World Cup Trophy Tour by Coca-Cola is bigger and better than ever before," said Emmanuel Seuge, group director, worldwide sports and entertainment marketing, The Coca-Cola Company. "The first Trophy Tour in 2006 was a huge success and we're delighted that we're going to give even more fans the chance to get close to the real trophy. We're especially looking forward to taking the trophy to every single country in Africa."

The 2009/10 FIFA World Cup Trophy Tour draws on the huge success of the first global Trophy Tour held in 2006. In 2006, the tour visited 31 cities in 29 countries, covering 102,570 kilometers (63,734 miles) with millions of fans around the world enjoying the chance to have a closer look at football's most famous prize.

The authentic FIFA World Cup trophy is presented to the winning team on the field of play at each tournament. The iconic trophy measures 36.8 centimetres (14.5 inches) high, weighs in at 6,175 grams (13.61 pounds) and is made of solid, 18-carat gold. The base contains two layers of semi-precious malachite, while the bottom side of the Trophy bears the engraved year and name of each FIFA World Cup winner since 1974.

The Coca-Cola Company has had a formal association with Federation Internationale de Football Association (FIFA) since 1974 and an official sponsorship of FIFA World Cup(TM) that began in 1978. Coca-Cola has had stadium advertising at every FIFA World Cup(TM) since 1950 and is a long-time supporter of football at all levels, from grassroots to the FIFA World Cup(TM).

### About The Coca-Cola Company

The Coca-Cola Company is the world's largest beverage company, refreshing consumers with nearly 500 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 nearly 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](http://www.thecoca-colacompany.com).

### About the 2010 FIFA World Cup(TM)

The 2010 FIFA World Cup(TM) takes place in South Africa, kicking off on 11 June. It is the first time the 32 final teams are competing for the world's most sought after trophy on the African continent. The final will be played on 11 July 2010 at the Soccer City Stadium in Johannesburg. The final draw for the groups is to take place in Cape Town on 4 December 2009.

NOTE TO EDITORS: Media can retrieve a digital photo and route map to accompany this story by visiting our Press Center Image Gallery at [www.thecoca-colacompany.com](http://www.thecoca-colacompany.com)

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