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Coca-Cola Asks African American Teens: "Do You Speak Coke?" with TV Spot Debuting on the "BET Awards '09" This Sunday, June 28

Idris Elba, Eva Pigford and Terri Vaughn Take Music Fans Behind The Scenes and On the Red Carpet During the "BET Awards '09"

ATLANTA--(BUSINESS WIRE)-- What does a hip-hop-loving dog have in common with a rock-and-roll-loving, bald-headed body builder? On the surface not much, but take a closer look and there are more commonalities than you might think. That's the message behind a new television ad from the current Coca-Cola Open Happiness campaign.

The 30-second animated spot titled "Do You Speak Coke?" is designed to bring to life the message that Coke not only refreshes, but helps African American teens find the commonalities in each other. In the spot, music is the premise for communicating uniqueness and expressiveness by the two characters representing different walks of life. But in the end, it is the shared enjoyment of Coca-Cola that serves as the great connector, bringing together these two very distinct personalities who ultimately understand, appreciate and even find joy in their differences.

To further connect multicultural teens with the spot, Coca-Cola enlisted Grammy-winning, multi-platinum selling producer and songwriter, DJ Toomp, to create authentic music for the ad's soundtrack.

"Coca-Cola is a universal language, connecting and refreshing people around the globe who have different interests and backgrounds," said Katie Bayne, chief marketing officer, Coca-Cola North America (CCNA). "Our new spot demonstrates this by showing how a simple pleasure such as enjoying a Coca-Cola together can help people look beyond what's on the outside and celebrate what makes them unique."

The commercial, debuting during the BET Awards '09 on Sunday, June 28 (the special premieres LIVE at 8:00 p.m. ET), will also run on BET, ABC Family, Adult Swim, Comedy Central, E!, Fuse, FX, G4, MTV2, the N, Nick at Nite, Spike, TBS, VH1, and in movie theaters in the U.S. from September through November.

In addition to the ad's debut at the BET Awards '09, Coca-Cola is bringing African American teens all of the glitz and glamour associated with the event from two of the hottest locations - backstage from the Coca-Cola Studio Red Room and live from the BET Awards '09 Red Carpet. Beginning July 1, music fans will be able to access interviews and exclusive content about their favorite entertainers, as well as go behind-the-scenes for a glimpse of what happens offstage just by visiting www.bet.com/mycokerewards.com.

Actors Idris Elba and Eva Pigford will pick up the action backstage as they host the Coca-Cola Studio Red Room, an exclusive lounge offering a place for connecting before the show. Elba and Pigford will catch up with celebrities, including many of the night's nominees, to find out how they "speak Coke." Actress Terri Vaughn will be on the BET Awards '09 Red Carpet for Coca-Cola interviewing 2009 nominees, performers and honorees, along with some of today's brightest stars as they arrive for one of the biggest awards shows of the year.

The brand's presence at the BET Awards '09 provides another layer to the summer-long partnership, which also includes the BET contest on its popular music series 106 & Park. "Our integration into the BET Awards is the next phase of our BET partnership and the latest example of our commitment to connecting African American teens to our brands," added Yolanda White, assistant vice president, African American Marketing, CCNA. "Teens have such a passion for music that it was a natural fit for us to bring them the BET Awards in a way no other brand can."

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 Web site at www.thecoca-colacompany.com.

About BET Networks

BET Networks, a division of Viacom Inc. (NYSE: VIA, VIA.B), is the nation's leading provider of quality entertainment, music, news and public affairs television programming for the African-American audience. The primary BET channel reaches more than 98 million households and can be seen in the United States, Canada, the Caribbean, the United Kingdom and sub-Saharan Africa. BET is the dominant African-American consumer brand with a diverse group of business extensions: BET.com, a leading Internet destination for Black entertainment, music, culture, and news; BET Digital Networks - BET J, BET Gospel and BET Hip Hop, attractive alternatives for cutting-edge entertainment tastes; BET Home Entertainment, a collection of BET-branded offerings for the home environment including DVDs and video-on-demand; BET Mobile, which provides ringtones, games and video content for wireless devices; and BET International, which operates BET in the United Kingdom and oversees the extension of BET network programming for global distribution.

EDITOR'S NOTE: To view the television commercial, please visit the Press Center at www.thecoca-colacompany.com.

Source: The Coca-Cola Company