

September 10, 2009



The Fourth Fantana(R) Has Been Found!

Shakira Barrera Selected To Round Out Fantana Foursome

ATLANTA--(BUSINESS WIRE)-- After a three-month nationwide search, hundreds of video submissions and more than 350,000 fan ratings, The Fantanas are finally complete. Shakira Barrera, 19, from Englewood, New Jersey, has been selected as the fourth member of The Fantanas by a panel of judges that included Chilli, from the five time Grammy award winning R&B group TLC.

The judges selected Barrera, who received high marks for her free-spirited personality, because she embodies the exuberant qualities of Fanta Pineapple. "We were very impressed with all of the submissions, but felt that Shakira truly represents The Fantanas' bold new attitude," said Santiago Blanco, vice president, Sprite and Flavors, Coca-Cola North America (CCNA).

Barrera was among 10 semi-finalists chosen by ratings from Fanta fans and a qualified panel of judges. The top three contestants traveled to Atlanta to participate in the final casting call, which included a hair and make-up session by a professional stylist, a photo shoot and an interview.

"The three contestants were all talented, full of life and athletic," said Chilli. "Shakira reminds me a lot of myself, and her personality is perfect for Fanta. She's beautiful, talented and lively, and will make a great Fantana."

Barrera will now join Summer, Isabela and Melody as the new ambassadors of fun spreading flavor and refreshment across the country. "I am excited to rock with The Fantanas and showcase my singing and dancing abilities," said Barrera. "I think our unique styles and multiple talents really complement one another and together we'll be a dynamic group!"

Fanta fans seeking to become the fourth Fantana were asked to submit a one minute video expressing their personality and showcasing their singing and dancing talents. Submissions were posted online at www.fanta.com and rated by fans and a qualified panel of judges to select the top 10 semi-finalists. As the fourth Fantana, Barrera receives a \$5,000 cash prize and will be featured in Fanta's 2009-2010 advertising and marketing campaign in the U.S.

"Fanta is always looking for ways to interact with our consumers and keep them engaged," said Blanco. "Leveraging MySpace, Youtube, Facebook and others digital sites to give Fanta fans access to the selection process was innovative and a first for the brand."

In April 2009, Fanta launched 100 percent naturally flavored Fanta Orange along with a bold new look for the entire Fanta line. The reformulation of the Fanta brand and reemergence of The Fantanas are part of CCNA's ongoing efforts to reinvigorate the sparkling beverage category in the U.S. Fanta will play a critical role in this effort due to its strong connection with teens.

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(R), Fanta(R), Sprite(R), Coca-Cola Zero(R), vitaminwater, POWERADE, Minute Maid(R) 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.thecocacola.com.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6047034&lang=en>

Source: The Coca-Cola Company