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Coca-Cola Debuts New Advertising to Open the New Year with a Little Happiness

Two New Global Ads Launch on American Idol

ATLANTA--(BUSINESS WIRE)-- Coca-Cola is kicking off the year and Opening Happiness with fresh, new advertising debuting this week on the new season of American Idol on FOX.

"When families and friends come together to enjoy fun times like watching new episodes of American Idol, Coca-Cola is always there," said Katie Bayne, Chief marketing Officer, Coca-Cola North America. "These new ads are part of an incredibly exciting start to 2010 that all begins with opening a little happiness with Coca-Cola."

"Snowball," which debuted last night, shows how even at the Athletes' Village during the Olympic Games, Coca-Cola can spark spontaneity and fun. In this global spot, which reminds people to "Open the Games. Open Happiness," Coke serves as the catalyst that brings together athletes from around the world for a friendly, high-energy snowball fight.

In "Finals," which debuts this evening, when a college student falls asleep studying for his history final, the historical figures chronicled in his textbook come to life on a mission to awaken him before he misses his test. After several failed attempts, Napoleon, Da Vinci and Cleopatra notice a Coke bottle sitting on the student's desk and devise a plan to use the familiar "psshht" sound of bottle opening to awaken him. Thanks to historical rescuers, after refreshing drink of Coca-Cola, the student heads out to ace his final.

"Last night we shared our new global ad for the 2010 Olympic Winter Games, and tonight we're unveiling our first new 'Open Happiness' commercial for 2010," Joe Tripodi, Chief Marketing and Commercial Officer, The Coca-Cola Company. "Both of these ads celebrate simple, uplifting moments that are part of enjoying a refreshing Coca-Cola."

These new ads are the first of several that will debut over the next month for Coca-Cola and other brands, including Diet Coke, Coke Zero and Sprite. Both "Snowball" and "Finals" will be used in markets around the world.

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.

NOTE: For a link to a secure FTP site where the ads can be viewed, email sstribling@na.kocom.

Source: The Coca-Cola Company