

June 5, 2012



Gold Peak® Tea to America: “Take the Year Off”

Gold Peak Tea to Send Deserving Person Home for a Year With \$100K to Do ... Whatever

ATLANTA--(BUSINESS WIRE)-- The words “go home” have never sounded sweeter. Gold Peak Tea is stepping up its mission to steep Americans in home-brewed comfort by rewarding the most deserving person with \$100,000 and a year of doing whatever. One person will “take home” the opportunity to focus on their acting ambitions, write the next great American novel, start a nonprofit or simply kick back and enjoy the comforts of home.

So what does it take to earn a big break?

- Today through July 13, people 18 and up can visit the Gold Peak Facebook page to enter by sharing why they deserve the year off and what they would do with the opportunity.
- Gold Peak will narrow down the pool of applicants, and the top candidates will then submit a video telling Gold Peak fans across the country why they deserve the comforts of home.
- In the home stretch, the power is in the hand (and mouse) of the consumer. Anyone can go online and vote for the most deserving candidate.
- Right around Labor Day – when the rest of America has the day off – Gold Peak will announce who earns a year-long break.

“Gold Peak Tea is all about bringing you the comfort of home-brewed taste wherever you are – whatever you’re doing,” said John Roddey, Vice President, Water, Tea and Coffee, Coca-Cola North America. “We hope this program reminds people that we all need to take time to refresh, renew and enjoy a bit of home every day.”

Whether the winner wants to take on a big personal project or simply relax, a year’s supply of Gold Peak Tea’s home-brewed taste will refresh along the way. To enter and for official rules, visit: <https://www.facebook.com/GoldPeakTea>. While no purchase is necessary to participate, the home-brewed taste of Gold Peak Tea can be found at supermarkets, convenience stores, mass retailers and select restaurant partners nationwide.

This campaign for comfort will be supported with a 360-degree marketing effort, including print, radio, social media/digital and consumer sampling. As one of the fastest growing national iced tea brands, Gold Peak Tea is seeing double-digit growth across all formats, including shelf stable, chilled and cup-served.

About Gold Peak Tea

Gold Peak is one of the fastest growing national iced tea brands and drove well over a third of all growth in its category last year. Gold Peak picks the highest quality tea leaves and uses pure filtered water and real sugar to deliver the authentic, refreshing taste of home-

brewed tea. Gold Peak Tea comes in six varieties – Sweet Tea, Lemonade Iced Tea, Unsweetened Tea, Diet Tea, Lemon Flavored Tea and Sweetened Green Tea. Receive home-brewed updates at www.facebook.com/GoldPeakTea or by following us on Twitter at www.twitter.com/GoldPeakTea.

The Coca-Cola Company

[The Coca-Cola Company](http://www.thecoca-colacompany.com) (NYSE: KO) is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Led by Coca-Cola, the world's most valuable brand, our Company's portfolio features 15 billion dollar brands including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply, Georgia and Del Valle. Globally, we are the No. 1 provider of sparkling beverages, ready-to-drink coffees, and juices and juice drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy our beverages at a rate of 1.8 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that reduce our environmental footprint, support active, healthy living, create a safe, inclusive work environment for our associates, and enhance the economic development of the communities where we operate. Together with our bottling partners, we rank among the world's top 10 private employers with more than 700,000 system employees. For more information, please visit www.thecoca-colacompany.com or follow us on Twitter at twitter.com/CocaColaCo.

The Coca-Cola Company
Susan Stribling, 404-676-4120
sstribling@coca-cola.com

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