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Coca-Cola and World Wildlife Fund Partner for Second Year of Arctic Home Campaign

As Progress Gains Momentum in the Arctic, Coca-Cola and WWF Invite Fans to Donate This Holiday Season

ATLANTA--(BUSINESS WIRE)-- Building on more than \$2 million donated to World Wildlife Fund (WWF) by Coca-Cola and fans in its first year, Coca-Cola and WWF are teaming up again in the U.S. for Arctic Home, a joint effort to help protect the polar bear and conserve its Arctic habitat.

Since launching the campaign in October 2011, WWF has invested Coca-Cola's Arctic Home donations in an ongoing project to engage local communities to help conserve and sustainably manage the high Arctic. Over the past year WWF has used donations to contribute to surveys of polar bears, assess population sizes and trends, and better understand important elements of the sea-ice ecosystems. Additionally, the money is being used to refine modeling processes to help predict future ice conditions, organize workshops with local communities and governments, and generate more support and awareness for conservation. Due to the success and inspiration generated last year, Coca-Cola will introduce Arctic Home in additional markets over the coming months.

"We understand creating a safe habitat for the beloved polar bear will take time, but Coca-Cola is committed to helping WWF, our longstanding partner, achieve this shared vision," said Stuart Kronauge, senior vice president, Coca-Cola Trademark Marketing, Coca-Cola North America. "An icon for decades, the polar bear is near and dear to our hearts at Coca-Cola, so we're encouraging people to join us again in the U.S. this holiday season to help further WWF's progress in the Arctic."

People can show their support by visiting ArcticHome.com to donate or texting "BEAR" to 357357. For a second year, Coca-Cola will match all donations made by February 15, 2013, up to \$1 million. And this year it's even easier to participate. There is a simplified text-to-donate platform, new ways to engage through popular social media channels, and updated information and stunning photography at ArcticHome.com.

"This year we saw Arctic sea ice recede to its lowest recorded level," said Geoff York, World Wildlife Fund's global lead on polar bears. "As sea ice continues to diminish, polar bear populations face increasing risks. Thanks to the generous donations of supporters, WWF has developed new tools, gained new information and cultivated new partnerships that will help define a more secure future for these bears we all cherish. We are excited about the second year of Arctic Home, giving people a fresh opportunity to be a part of the solution."

Arctic Home will help advance WWF's vision for an Arctic with stable ecosystems, viable populations of wildlife and a sustainable use of natural resources. This includes working with local residents to manage an area where the summer sea ice will likely persist the longest. This area—potentially covering 500,000 square miles—could provide a home for the polar bear while protecting the cultural and economic needs of local people.

Coca-Cola is supporting Arctic Home with a 360 degree campaign in the U.S., including in-store activation, retail partners, digital media, TV, radio, point-of-sale and out-of-home advertising. The iconic mother bear and her two cubs will be featured on two new special-edition 12-ounce cans, as well as a variety of Coca-Cola PET bottles from 12.5-ounce to 2-liter. The Arctic Home call-to-donate will be highlighted on a range of products, including Diet Coke, Coke Zero, Sprite and Fanta. Coca-Cola is also donating \$150,000 worth of Arctic Home themed toys to the Marine Toys for Tots Foundation this holiday season.

Arctic Home builds on the 5-year commitment between The Coca-Cola Company and WWF to help conserve the polar bear's habitat, as well as the broader global partnership between the two organizations to conserve freshwater resources, drive sustainable efficiencies and inspire people to act.

About World Wildlife Fund

World Wildlife Fund is the world's largest conservation organization, working in 100 countries for half a century. With the support of almost five million members worldwide, WWF is dedicated to delivering science-based solutions to preserve the diversity and abundance of life on Earth, stop the degradation of the environment and combat climate change. Visit www.worldwildlife.org to learn more.

About 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 associates. For more information, visit www.thecoca-colacompany.com, follow us on Twitter at twitter.com/CocaColaCo or visit our blog at www.coca-colablog.com.

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