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Can a Game Help Change Lives? Coca-Cola Thinks It Can.

The Coca-Cola Company Introduces (THRED), A New Mobile Game that Aims to Help End Mother to Child Transmission of HIV by 2015

ATLANTA--(BUSINESS WIRE)-- The Coca-Cola Company today announced the launch of a free-to-play mobile game, (THRED), available now on the App Store for iPhone, iPad and iPod touch. (THRED) is a joint project between The Coca-Cola Company and (RED) developed to raise awareness and funds for the fight to end mother-to-child transmission of HIV by 2015.

The (THRED) App will help raise money for The Global Fund to fight AIDS, Tuberculosis and Malaria – the world's leading financier of programs to fight these three diseases. Throughout the game, users will have the opportunity to purchase power-ups and select items via In-App Purchase. All proceeds (excluding taxes) will be donated to the Global Fund to invest in HIV/AIDS programs in Africa, including treatment for prevention of mother-to-child transmission of HIV.

Developed by BitMonster with an Unreal Engine 3 license donated by Epic Games, (THRED) is designed to engage consumers in captivating gameplay, through:

- **Content:** This endless runner genre game takes place in an abstract 3D world of technological walls, ever-shifting obelisks, living dragon-like gateways and powerful collectibles. As players progress through the game, they'll find amazing colors and shifting walls while the entire soundscape changes with them.
- **Visuals:** (THRED) delivers an endless flight using Epic Games' Unreal Engine to push the visuals even further with features including lens flares, blooming highlights, Fresnel shaders and extensive particle effects.
- **Soundtrack:** As part of World AIDS Day, Tiësto teamed up with (RED) to create an exclusive compilation album, DANCE (RED), SAVE LIVES, to fight AIDS in Africa. From the same album, Tiësto generously donated the Skidka remix of the Tiësto & Swanky Tunes track, 'Make Some Noise', for (THRED). Along with additional music by DJ Poet and TOKiMONSTA, the gorgeous abstract soundscape creates a phenomenal music experience.
- **Compete with Friends:** Dodge obstacles, collect power-ups and improve your avatar as you compete for high scores with your Game Center friends.

Deborah Dugan, CEO, (RED), said; "(RED) aims to give people as many ways as possible to join the fight against AIDS. With the launch of (THRED), people can make an impact with the touch of a button while playing a game they'll love."

"Collectively, we have the power to help deliver an AIDS-Free Generation," said Wendy Clark, Senior Vice President of Integrated Marketing Communications, The Coca-Cola Company. "We feel that (THRED) is a great way to capture attention and one that gives

everyone the opportunity to contribute their time, money and networks to help end the transmission of HIV from mothers to their babies by 2015.”

The (THRED) App is available for free on the App Store for iPhone, iPad and iPod touch or at www.itunes.com/appstore and www.coke.com/THRED.

To help celebrate the launch of the new game, Actress Emma Roberts is partnering with The Coca-Cola Company and (RED) to raise awareness around the powerful impact people can make by playing (THRED) Roberts will lead an online discussion via a Twitter chat about the mobile game from her @RobertsEmma handle on Thursday, Dec. 20 at 1:30 pm PST.

The Coca-Cola Company also will launch a film for television and digital premier in late December called “Making the Game for (RED),” which chronicles the behind-the-scenes development of (THRED).

About The Coca-Cola Company and (RED)

The Coca-Cola Company has committed more than \$5 million over the term of the partnership with (RED) to fund awareness building campaigns and activation through global Coca-Cola marketing initiatives. As part of this contribution, a minimum of \$3 million will be donated directly to the Global Fund for distribution of anti-retroviral medicine and educational literature.

This partnership complements the work The Coca-Cola Company and The Global Fund are already partnering on in Africa. The two organizations are leveraging insights from the Coca-Cola supply chain and route-to-market system to help improve access to critical medicines.

The Coca-Cola Company operates in more than 200 countries and is one of the largest employers in the world. The Coca-Cola system employs nearly 70,000 people in Africa, which is home to more than 60 percent of the world’s HIV-infected population.*

About (RED)™

(RED) was founded in 2006 by Bono and Bobby Shriver to engage businesses and people in the fight against AIDS.

(RED) partners with the world’s most iconic brands who contribute up to 50% of profits from (RED) branded goods and services to the Global Fund. (RED) Proud Partners include: Apple, Starbucks, Converse, The Coca-Cola Company, Beats by Dr. Dre, Belvedere, Bugaboo, Claro, Penfolds, SAP, Telcel and American Express (UK only). (RED) Special Edition partners include: Shazam, Girl Skateboards, Mophie, FEED, Nanda Home, Bottletop, Tourneau and TOUS.

To date, (RED) has generated \$200 million for the Global Fund to fight AIDS, Tuberculosis and Malaria, to support HIV/AIDS grants in Ghana, Lesotho, Rwanda, South Africa, Swaziland and Zambia. 100 percent of that money goes to work on the ground – no overhead is taken. Global Fund grants that (RED) supports have impacted more than 14 million people with prevention, treatment, counseling, HIV testing and care services.

(RED) has led several high-profile initiatives to raise awareness and funds for HIV/AIDS related issues including (PRODUCT)^{RED}, THE AIDS FREE GENERATION IS DUE IN 2015 campaign and most recently, the (RED)RUSH TO ZERO campaign.

(RED) is a division of The ONE Campaign. Learn more at www.joinred.com.

About The Global Fund to Fight AIDS, Tuberculosis and Malaria

The Global Fund is a unique, public-private partnership and international financing institution dedicated to attracting and disbursing additional resources to prevent and treat HIV and AIDS, TB and malaria. This partnership between governments, civil society, the private sector and affected communities represents an innovative approach to international health financing. The Global Fund's model is based on the concepts of country ownership and performance-based funding, which means that people in countries implement their own programs based on their priorities and the Global Fund provides financing on the condition that verifiable results are achieved.

Since its creation in 2002, the Global Fund has become the main financier of programs to fight AIDS, TB and malaria, with approved funding of US \$23 billion for more than 1,000 programs in 151 countries (as of mid-2012). To date, programs supported by the Global Fund are providing AIDS treatment for 3.6 million people, anti-tuberculosis treatment for 9.3 million people and 270 million insecticide-treated nets for the prevention of malaria. The Global Fund works in close collaboration with other bilateral and multilateral organizations to supplement existing efforts in dealing with the three diseases.

About BitMonster Games

BitMonster Games is comprised of six successful AAA developers who headed out to explore the world of indie game development. Armed with inventive talent, well-grounded expertise and the best tools around, BitMonster is currently developing original games for iOS and PC.

BitMonster's first game "Lili" was featured on-stage in Apple's keynote announcement for the iPhone 5. "Lili" was just placed on Apple's "App Store Best of 2012" list, received many nods for best app of 2012, best game for your iPhone 5, and has been featured in dozens of major news outlets worldwide.

As long-term veterans of the industry, BitMonster's unique history enables the team to create truly unique concepts that appeal to core gamers and casual players alike. BitMonster invites gamers of all sorts to join the adventure. Visit BitMonster at www.bitmonstergames.com and follow [@BitMonsterGames](https://twitter.com/BitMonsterGames).

About The Coca-Cola Company

[The Coca-Cola Company](http://www.coca-cola.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 Coca-Cola Journey at [www.coca-](http://www.coca-cola.com)

colacompany.com, follow us on Twitter at twitter.com/CocaColaCo or check out our blog, Coca-Cola Unbottled, at www.coca-colablog.com.

**CIA World Factbook*

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