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Coca-Cola Family Track Walks Celebrates Its Fifth Season with More Active Family Fun

Popular Pre-race Events Featuring the Fastest Names in Motorsports Return for 2014 At Charlotte, Daytona and Richmond Race Weekends

ATLANTA--(BUSINESS WIRE)-- This summer, thousands of NASCAR fans will join members of the Coca-Cola Racing Family on the track to turn laps at a pace nearly 200 miles per hour slower than usual -- on foot.

The 2014 Coca-Cola Family Track Walk program kicks off this week at Charlotte Motor Speedway, where Tony Stewart, Danica Patrick, Elliott Sadler and Darrell Wallace, Jr. will join fans for some active, healthy fun at the first of three Coca-Cola Family Walks this season. Entering its fifth consecutive year, the Coca-Cola Family Track Walks program provides thousands of fans with the chance to get out and get active by walking a lap of their own with their favorite drivers at some of NASCAR's most beloved tracks. A total of more than 61,000 fans have participated in the program to date.

"Coca-Cola Family Track Walks are a great way for fans to enjoy amazing access to Coca-Cola Racing Family drivers and a unique vantage point from the surface of the actual track," said Sharon Byers, SVP, Sport and Entertainment Marketing, Coca-Cola North America. "It's a program that has brought people together and provided countless wonderful memories and experiences since 2010."

This year, fans can get moving with Coca-Cola on three legendary tracks:

- Charlotte Motor Speedway on May 23
- Daytona International Speedway on July 4
- Richmond International Raceway in September (exact date TBD)

During each Coca-Cola Family Track Walk, fans can enjoy entertainment including games, music and Q&A sessions with drivers. All events are free to ticket and credential holders for the corresponding race weekend.

Away from the track, fans can visit www.MyCokeRewards.com or follow @CocaColaRacing on Twitter throughout the year for more information on upcoming events and tips, sweepstakes and exclusive content featuring their favorite Coca-Cola Racing Family drivers.

Coca-Cola has been involved with stock car racing for more than 50 years and has been the official sparkling beverage of NASCAR since 1998. Through its partnerships with International Speedway Corporation, Speedway Motorsports, Inc. and Indianapolis Motor Speedway, Coca-Cola refreshes racing fans at the majority of NASCAR-sanctioned tracks. A signature part of the brand's NASCAR association is the

Coca-Cola Racing Family – a group of top drivers that include Greg Biffle, Denny Hamlin, Joey Logano, Ryan Newman, Danica Patrick and Tony Stewart. NOS Energy Drink, one of the Company's energy drinks, has a relationship with Ricky Stenhouse, Jr. The Company also has relationships with Jeff Burton, Austin Dillon, Dale Jarrett, Ned Jarrett, Bobby Labonte, Kyle Petty, Elliott Sadler, and Darrell Wallace, Jr.

About The Coca-Cola Company

[The Coca-Cola Company](#) (NYSE: KO) is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still [brands](#). Led by Coca-Cola[®], one of the world's most valuable and recognizable brands, our Company's portfolio features 17 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 1.9 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-colacompany.com, follow us on Twitter at twitter.com/CocaColaCo, visit our blog, [Coca-Cola Unbottled](#), at www.coca-colablog.com or find us on LinkedIn at www.linkedin.com/company/the-coca-cola-company.

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