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Coca-Cola Announces Branded Content First within EA SPORTS FIFA 18

Coca-Cola Signs Alex Hunter as Brand's First Virtual Athlete

ATLANTA--(BUSINESS WIRE)-- Ahead of next summer's 2018 FIFA World Cup, The Coca-Cola Company has released its first ever in-game advertising spot for use on external marketing platforms.

Welcome to the Coca-Cola family, Alex Hunter! #WelcomeAlex
#CokeZeroSugar #FIFA18 (Photo: Business Wire)

The [advert](#), which features EA SPORTS™ FIFA 18 virtual athlete Alex

Hunter is a nod to the brand's classic 1979 "Mean Joe," television spot, in which an American Football star is given a bottle of Coca-Cola from a fan after a tough game.

The story behind the fully computer-generated ad spot is told within "The Journey: Hunter Returns" mode for the PlayStation 4, Xbox and PC versions of EA SPORTS FIFA 18 which allows players to experience life as emerging soccer star, Alex Hunter. As part of the game's story, Coca-Cola signs the rising player to become its ambassador to launch the new Coca-Cola Zero Sugar.

The unique collaboration with EA SPORTS FIFA 18's Alex Hunter will extend beyond the game through specialized packaging and retail partnerships within the US and globally. The ad spot will be shared on social channels and displayed on marquee out of home sites including the recently installed Coca-Cola Times Square sign, the world's first 3D robotic sign.

"This is an exciting brand innovation," said Matt Wolf, Vice President of Entertainment, Ventures & Strategic Alliances at The Coca-Cola Company. "Signing Alex Hunter puts Coca-Cola at the intersection of gaming and brand marketing within the most popular franchise sports game in the world."

"It's great to be a part of this truly unique collaboration, the first of its kind," said Dave Madden, Head of Global Brand Partnerships for EA. "This in-game Coca-Cola endorsement gives our fans a taste of life as a renowned football star and the opportunities that come along with it."

EA SPORTS FIFA 18 will be available for purchase on September 29, 2017.

About The Coca-Cola Company

The Coca-Cola Company (NYSE: KO) is the world's largest total beverage company, offering over 500 brands to people in more than 200 countries. Of our 21 billion-dollar brands, 19 are available in lower- and no-sugar options to help people everywhere more easily control added sugar. In addition to our namesake Coca-Cola drinks, some of our household names around the world include: AdeS soy-based beverages, Ayataka green tea,

Dasani waters, Del Valle juices and nectars, Fanta, Georgia coffee, Gold Peak teas and coffees, Honest Tea, Minute Maid juices, Powerade sports drinks, Simply juices, smartwater, Sprite, vitaminwater, and Zico coconut water. At Coca-Cola, we're serious about making positive contributions to our world. That starts with reducing sugar in our drinks and bringing new and different drinks to people everywhere. It also means continuously working to reduce our environmental impact, creating rewarding careers for our associates, and bringing economic opportunity wherever we operate. In fact, together with our bottling partners, we employ more than 700,000 people around the world. For more information, visit our digital magazine Coca-Cola Journey at www.coca-colacompany.com and follow The Coca-Cola Company on [Twitter](#), [Instagram](#), [Facebook](#) and [LinkedIn](#).

About Electronic Arts

Electronic Arts (NASDAQ: EA) is a global leader in digital interactive entertainment. The Company delivers games, content and online services for Internet-connected consoles, personal computers, mobile phones and tablets. EA has more than 300 million registered players around the world.

In fiscal year 2017, EA posted GAAP net revenue of \$4.8 billion. Headquartered in Redwood City, California, EA is recognized for a portfolio of critically acclaimed, high-quality blockbuster brands such as The Sims™, Madden NFL, EA SPORTS™ FIFA, Battlefield™, Star Wars™ Battlefront™, Need for Speed™, Dragon Age™ and Plants vs. Zombies™. More information about EA is available at www.ea.com/news.

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