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Coke Zero Accepts Paramount Pictures' Mission for Global Partnership with *Mission: Impossible – Ghost Protocol*

Tie-in with Tom Cruise Film Rolls Out Around the World with Robust Television, In Cinema, Retail, and Digital Media Campaign

ATLANTA--(BUSINESS WIRE)-- Coke Zero™ today announces a global promotional campaign with Paramount Pictures for the fourth installment of the timeless franchise, *Mission: Impossible – Ghost Protocol*. The campaign is set to begin rolling out around the world over the next several weeks, leading up to the film's worldwide release this December.

Leveraging the brand thematic "Make it Possible," the Coke Zero team has developed a fully integrated marketing program, including TV spots, in cinema advertising, product packaging and digital activation utilizing custom assets from the movie. As part of the campaign, Coke Zero consumers in key markets across the globe, including the U.S., Japan, Europe, Latin America, and the Middle East, will be privy to exclusive content and interactive experiences centred around the intriguing world of *Mission: Impossible – Ghost Protocol*.

"The *Mission: Impossible* franchise is a cultural phenomenon built on the premise that even seemingly insurmountable challenges can be met when approached from a place of passion and drive," said Chip York, Worldwide Entertainment Marketing Director, The Coca-Cola Company. "This is in line with the values of the Coke Zero brand, and we are excited to contribute to the energy around the release of this highly-anticipated film by giving fans the opportunity to engage with *Mission: Impossible – Ghost Protocol* through a unique digital program."

In addition to the promotional campaign, Coke Zero markets around the world are utilizing on-pack graphics and packaging themed to the film. Retail display materials incorporate imagery from the movie, including the iconic *Mission: Impossible* fuse, secret codes and exterior of the Burj Khalifa skyscraper, the world's tallest building in Dubai, which served as the location for a key stunt sequence in the film.

"We are thrilled to be aligning one of the most iconic film franchises in history with a leading global brand like Coke Zero," commented LeeAnne Stables, Executive Vice President of Worldwide Marketing Partnerships, Paramount Pictures. "The *Mission: Impossible* franchise and Coke Zero brand share an audience of fans who appreciate excitement and risk-taking, and this partnership creates a platform to build a unique engagement with consumers before the film's release."

Television and In-Cinema Campaign

For a key pillar of the program, the Coke Zero team has collaborated with Paramount Pictures to create a co-branded TV and cinema spot promoting the partnership, featuring what is sure to be one of the most iconic scenes in the film.

The spot is graphically driven and includes a scene where Tom Cruise jumps from the Burj Khalifa skyscraper, counting down to “Zero”: that breath-taking moment of jump-off. The commercial breaks in Japan and Switzerland in October and will roll out globally through the end of the year.

To connect directly with consumers in theatres, Coke Zero is activating global cinema channel concession programs and on-site promotions that include branded cups and popcorn bags.

Digital – CocaColaZero.com/Mission

In an effort to provide consumers with a dynamic pre-release experience of *Mission: Impossible – Ghost Protocol*, the Coke Zero team collaborated with the studio and filmmakers to create www.CokeZero.com/Mission. Visitors to the site will join the IMF (Impossible Mission Force) and complete an escalating series of missions in order to attain agent-level access to special content and exclusive film assets.

Visitors to CokeZero.com/Mission will be able to access exclusive *Mission: Impossible – Ghost Protocol* imagery, scenes, wallpapers, behind-the-scenes footage and interviews.

SCVNGR Mobile Application

Coke Zero is teaming up with SCVNGR, a social gaming platform for mobile phones, to promote the partnership. Players can download SCVNGR for iPhone¹, iPod Touch² or Android³ and start playing the location-based game at select movie theaters and convenience stores across the United States. Akin to the desktop game-play offered at CokeZero.com/Mission, SCVNGR players will be secret agents in a real-life game, participating in spy-themed missions. The stakes are high for fans as they complete fun challenges, earn points and unlock chances to win rewards like exclusive film collateral, passes to pre-screenings, premiere tickets, and Coke Zero products.

“As we get closer to the movie release we will be rolling out additional elements of the program to further excite fans of the franchise and fans of the brand,” York commented.

Mission: Impossible – Ghost Protocol will be released worldwide this December.

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, the world’s most valuable brand, the Company’s portfolio features 15 billion dollar brands, including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply and Georgia. Globally, we are the No. 1 provider of sparkling beverages, juices and juice drinks and ready-to-drink teas and coffees. Through the world’s largest beverage distribution system, consumers in more than 200 countries enjoy the Company’s beverages at a rate of 1.7 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. For more information about our Company, please visit our website at www.thecoca-colacompany.com.

Mission: Impossible – Ghost Protocol

This holiday season, two-time Academy Award®-winner Brad Bird directs, with producers Tom Cruise and J.J. Abrams, the action-packed spy adventure *Mission: Impossible – Ghost Protocol*.

Blamed for the terrorist bombing of the Kremlin, IMF operative Ethan Hunt is disavowed along with the rest of the agency when the President initiates “Ghost Protocol.” Left without any resources or backup, Ethan must find a way to clear his agency’s name and prevent another attack. To complicate matters further, Ethan is forced to embark on this mission with a team of fellow IMF fugitives whose personal motives he does not fully know.

Tom Cruise returns in the starring role as Ethan Hunt and is joined by an international cast that includes Jeremy Renner, Simon Pegg, Paula Patton, Michael Nyqvist, Vladimir Mashkov, Josh Holloway, Anil Kapoor and Léa Seydoux. *Mission Impossible - Ghost Protocol* is directed by Brad Bird, in his live action film debut, and written by Josh Appelbaum & Andre Nemece and Christopher McQuarrie. Cruise, who produces the Mission: Impossible films, is joined by producers J.J. Abrams and Bryan Burk. The film will be co-financed by Skydance Productions. Jeffrey Chernov, David Ellison, Paul Schwake and Dana Goldberg are the executive producers.

Paramount Pictures Corporation

Paramount Pictures Corporation (PPC), a global producer and distributor of filmed entertainment, is a unit of Viacom (NYSE: VIA, VIA.B), a leading content company with prominent and respected film, television and digital entertainment brands. The company's labels include Paramount Pictures, Paramount Vantage, Paramount Classics, Insurge Pictures, MTV Films and Nickelodeon Movies. PPC operations also include Paramount Digital Entertainment, Paramount Famous Productions, Paramount Home Entertainment, Paramount Pictures International, Paramount Licensing Inc., Paramount Studio Group and Paramount Television & Digital Distribution.

¹ “iPhone” is a registered trademark of Apple Inc.

² “iTouch” is a registered trademark of Apple Inc.

³ “Android” is a registered trademark of Google Inc.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50035253&lang=en>

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