

May 23, 2007



Coke "Pops the Top" on a Brand New Attraction

Company Celebrates New World of Coca-Cola Grand Opening

The Coca-Cola Company:

What: The Coca-Cola Company will host a "Happiness Celebration" to commemorate the highly anticipated grand opening of the New World of Coca-Cola.

The event will feature characters from Coca-Cola iconography and appearances by Neville Isdell, The Coca-Cola Company chairman and CEO; Muhtar Kent, The Coca-Cola Company president and COO; Sonny Perdue, Georgia Governor; and Shirley Franklin, Atlanta Mayor.

When/Where: Thursday, May 24, 2007
New World of Coca-Cola at Pemberton Place
121 Baker Street/Atlanta, GA 30313
General parking will not be available in the attraction parking deck
Broadcast microwave satellite trucks park along Baker street

Highlights:

6:00 AM

- Visuals will include a Tai Chi exhibition
- Spokespeople available

11:00 AM

- Coca-Cola's "Happiness Celebration" will start to come to life for invited guests including a drum line and iconic Coca-Cola characters: Polar Bear, Sundblom Santa Claus and others
- Performance vignettes by Cirque du Soleil

12:00 PM

- An "explosive" ceremony to officially "pop the top" on the attraction, led by Neville Isdell and a cast of colorful characters
- Remarks by Neville Isdell, Gov. Perdue and Mayor Franklin
- Special performance by local musician Michael Tolcher and Atlanta's Harmony youth choir
- Q&A with Gov. Perdue, Mayor Franklin, Neville Isdell and Muhtar Kent will be held immediately following the ceremony

Editor's Note: Photos will be available at <http://www.thecoca-colacompany.com/presscenter>

Source: The Coca-Cola Company