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Iconic Turner Field Coca-Cola Bottle Bids Farewell

Braves Fans to be Treated to Sneak Peek of New Bottle on July 2

Fans Invited to Post Their Favorite Coca-Cola Bottle Memories on Facebook

ATLANTA--(BUSINESS WIRE)-- Going...going...gone! After 12 years, more than 1,000 home run celebrations and countless family ballpark memories, the 42-foot-tall Coca-Cola Contour bottle standing high above left field will be retired from Coca-Cola Sky Field at Turner Field on July 2. The iconic Coca-Cola bottle has served as a focal point of celebration for Braves fans since its creation in 1997. A new 21st century version of the classic bottle, slated to hit Coca-Cola Sky Field later this summer, is sure to impress.

"The original bottle wonderfully symbolized Coca-Cola's longstanding relationship with America's favorite pastime," said Katie Bayne, chief marketing officer, Coca-Cola North America. "The Coca-Cola bottle in Coca-Cola Sky Field has stood as a distinctive reminder that drinking a Coke is part of summer's simple pleasures, just like being at a Braves game with your friends and family."

The Coca-Cola bottle, made of over 11,000 pieces of authentic Atlanta Braves baseball equipment including 6,680 baseballs, 290 bats and 86 gloves, was built as Coca-Cola Sky Field's main attraction. Four hundred and thirty-five feet from home plate and 80 feet above the field, the Coca-Cola bottle is positioned in Turner Field's most unique vantage point and is the source of many lasting baseball memories.

Fans are encouraged to visit the original bottle for one last photo and to post these photos and their memories on the Coca-Cola Bottle Facebook page, <http://tinyurl.com/kt4hoc>, created especially for the bottle's official retirement. In honor of the famous bottle's retirement, the first 15,000 fans to enter the stadium on July 2, will receive a commemorative 8-oz bottle with a depiction of Coca-Cola Sky Field.

"Coca-Cola Sky Field and the Coca-Cola bottle really set Turner Field apart from other Major League Baseball stadiums," said Derek Schiller, executive vice president, Sales and Marketing, Atlanta Braves. "The bottle is not only entertaining, it reminds fans that one of America's most iconic brands was created right here in Atlanta. Braves baseball and Coca-Cola are both sources of pride for Atlantans, so we do all we can to enhance the fan experience at Turner Field."

The new Coca-Cola bottle will be constructed in Coca-Cola Sky Field later this summer. A special rendering of the new design will be revealed at an upcoming game before the bottle makes its official debut. Promising to be a more high-tech version of the beloved original bottle, the new bottle will offer even more ways to entertain Braves fans. "We can't wait to

build on the legacy of our Braves partnership and share our new bottle with Atlantans later this summer," said Bayne.

About The Coca-Cola Company

The Coca-Cola Company is the world's largest beverage company, refreshing consumers with nearly 500 sparkling and still brands. Along with Coca-Cola, recognized as the world's most valuable brand, the Company's portfolio includes 12 other billion dollar brands, including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, POWERADE, Minute Maid and Georgia Coffee. 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 nearly 1.6 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that protect the environment, conserve resources and enhance the economic development of the communities where we operate. For more information about our Company, please visit our Web site at www.thecoca-colacompany.com.

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