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The Hunt is on: Fanta Launches the 2010 Search for the Fourth Fantana

Aspiring Fantanas Submit Videos Online at Fanta.com for Their Chance to Be Selected

ATLANTA--(BUSINESS WIRE)-- Don't you wanna...be a Fantana? Now's your chance! Lily, your favorite Pineapple Fantana, is on a mission to find the perfect person to take her place as the fourth Fantana. Those who dream of becoming a Fantana have the chance to join the flavorful foursome by submitting their audition videos to www.Fanta.com.

Last summer, Fanta reintroduced The Fantanas - Summer, Melody and Isabela - as the brand's ambassadors of fun. In a national search, Lily was chosen as the fourth member for best representing Fanta Pineapple, the wild and spunky free spirit of the group. Now that Lily is embarking on an acting career, the search for the fourth Fantana is back.

"It's been a great ride and I've had a blast being a Fantana," said Lily. "Winning the 2009 Search for the Fourth Fantana has opened a lot of doors for me, and I'm excited to explore what my future holds."

From now until June 30, 2010, Fanta is holding a national casting call at www.Fanta.com where aspiring Fantanas can submit a one-minute audition video. Applicants will be asked to showcase their singing and dancing skills and explain why they would make a great Fantana. The winner will then be revealed nationally on MTV in late September.

Similar to last year's casting call, Fanta fans will play an integral role in the selection process of the newest Fantana. Once the submission phase has concluded, contestants will be encouraged to have their friends and families rate their videos at www.Fanta.com from July 8 to July 29. The 10 semi-finalists will be selected based on fan ratings and the scores from a qualified panel of judges. Fans will then vote for the semi-finalist with the most public appeal, sending the three with the most votes to a final casting call. The grand prize winner will receive a \$7,000 cash prize and the opportunity to sign a contract to be included in Fanta's national advertising and marketing campaign as the fourth Fantana. The second and third place winners will be awarded \$2,500 and \$1,000 cash prizes respectively.

"Last year we brought The Fantanas back in an innovative and interactive way that gave fans a chance to directly impact who would become the fourth Fantana," said Santiago Blanco, Fanta's chief ambassador of fun and refreshment. "We received great feedback from our fans, so we want to give them the same fun and engaging experience in choosing our next Fantana."

Together, The Fantanas shine as the stars of the sparkling beverage, but their personalities are as unique as each of the Fanta flavors they represent. Summer is the leader of the Fantanas and the athlete of the group, with a personality as warm as the beaches she loves. Isabela, the fashionista who is always dressed to impress, represents Fanta Strawberry with a personality and style as bold as her red signature color. Representing Fanta Grape, Melody is the Fantana with the rock-star style and edgy confidence who brings energy

wherever she goes. The search is on for someone who can represent Fanta's 100 percent natural flavors with 100 percent natural talent and personality.

"This year, we did a lot of cool things with Lily, and we are going to miss having her around. But we are also really excited to find out who is going to join us as the next Fantana," said Summer, Melody and Isabela in a joint statement.

About Fanta

In 2009, the Fanta brand rolled out a fresh new look that included vibrant packaging with colorful illustrations and contemporary graphics. In addition, Fanta Orange, the #1 fruit-flavored sparkling beverage in the U.S., was re-introduced with 100 percent natural flavors, joining Fanta Orange Zero. The entire Fanta line now features 100 percent natural flavors, while providing the same great Fanta taste. The brand offers an assortment of refreshing products, including Fanta Orange, Fanta Orange Zero, Fanta Grape, Fanta Strawberry, Fanta Pineapple, Fanta Apple, Fanta Peach and Fanta Grapefruit.

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. 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, Simply 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 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 website at www.thecoca-colacompany.com.

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Source: The Coca-Cola Company