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Diet Coke® and Heidi Klum Wave a Flag for Women's Heart Health

Star-studded "Capture the Flag" game raises money for heart health programs

LOS ANGELES, Feb. 2, 2011 /PRNewswire/ -- Diet Coke and Heidi Klum joined forces on February 1 to raise awareness and funds for women's heart health education and research. February is American Heart Month, and for the fourth consecutive year, Diet Coke is partnering with the National Heart, Lung, and Blood Institute to support *The Heart Truth*® campaign. This year, Diet Coke has created a national game of "Capture the Flag," inviting people to visit DietCoke.com/HeartTruth where they can capture flags with a click of the mouse to trigger a donation from Diet Coke to heart health programs.

To view the multimedia assets associated with this release, please click: <http://multivu.prnewswire.com/mnr/cocacola/48284>

(Photo: <https://photos.prnewswire.com/prnh/20110202/MM38746>)

Heidi Klum and Diet Coke launched the campaign yesterday at an all-star, first-of-its-kind "Capture the Flag" game in Los Angeles. Two teams faced off at the University of California, Los Angeles' (UCLA) Drake Stadium. The teams were playing to raise funds for two heart health organizations: UCLA Preventative Cardiology Program and the University of California, Davis Women's Cardiovascular Medicine Program.

"Capture the Flag is such a fun game, so when Diet Coke asked me to join the team, I was in!" said Klum. "It's simple for anyone to participate: go online, capture a flag, and you've raised money. Capture more flags. Raise more money. It's that easy."

Chelsie Hightower, Natasha Bedingfield and Ryan Kwanten were also on the sidelines along with the Laker Girls to support the teams and the cause.

"Diet Coke is a passionate supporter of *The Heart Truth*® campaign. This year we're offering people more ways than ever to participate. We invite everyone to join us by going online to capture flags and help raise awareness and funding for heart health programs," said William White, Group Director, Coke™ North America. "We're dedicated to encouraging new generations of people to be active, stay extraordinary and become advocates for heart health."

The Heart Truth® campaign has made great strides in raising awareness about the need for a healthy heart, but heart disease is still the number one killer among women. Together, Diet Coke and *The Heart Truth*® campaign will continue to wave a flag with the hope of motivating women to take action for heart health.

"Partnering with Diet Coke provides an opportunity to place *The Heart Truth*® message into the minds and hands of millions of women across the United States," said Ann Taubenheim,

Ph.D., M.S.N., Project Director for *The Heart Truth*® campaign. "The resources and support that Diet Coke has committed to *The Heart Truth*® help educate women about the seriousness of heart disease and the ways they can incorporate heart healthy habits into their lifestyles."

Planting and Capturing Flags across the Country

When people capture flags this February at DietCoke.com/HeartTruth, their actions will generate a donation for heart health programs funded by the Foundation for the National Institutes of Health (FNIH) in support of *The Heart Truth*® and women's heart health programs. On the site, people can also learn how to continue to plant and capture real world and digital flags throughout the month. All captures will trigger donations up to a grand total of \$100,000.

Diet Coke will be hosting "Capture the Flag" games in Atlanta, Austin, Boston, Chicago, Columbus, Seattle, and Washington D.C. Through these games, the launch event in Los Angeles, online "Capture the Flag" program and a special partnership with SUBWAY® restaurants, Diet Coke will be donating over \$300,000 to local heart health organizations in February.

Packaging, Promotions and Advertising

Diet Coke is also bringing the "Capture the Flag" campaign to consumers in stores. For the second year in a row, Diet Coke has released limited-edition cans and bottles in recognition of American Heart Month. This year, the packages feature a stylized stick figure waving a heart flag in support of *The Heart Truth*®. In addition to these limited-edition cans and bottles, more than six billion packages of Diet Coke will continue to carry *The Heart Truth*® logo to raise awareness of women's heart health year-round.

Diet Coke will continue to spread *The Heart Truth*® message through national television and digital advertisements. The advertisements will animate the heart flag graphics from the limited-edition Diet Coke cans and bottles. National television ads will be seen by millions of viewers watching "American Idol" and The Academy Awards®. Digital ads will be featured on Web sites such as People.com, Glam Media sites and via a Social Vibe game.

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. The Company's portfolio includes 14 billion dollar brands, including Coca-Cola, recognized as the world's most valuable brand, as well as 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 1.6 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.

About *The Heart Truth*® Campaign

The Heart Truth® is a national awareness campaign for women about heart disease sponsored by the National Heart, Lung, and Blood Institute (NHLBI), part of the National Institutes of Health, U.S. Department of Health and Human Services (HHS). Through the campaign, NHLBI leads the nation in a landmark heart health awareness movement that is being embraced by millions who share the common goal of better heart health for all women.

The centerpiece of *The Heart Truth*® is the Red Dress, which was introduced as the national symbol for women and heart disease awareness in 2002 by NHLBI. The Red Dress® reminds women of the need to protect their heart health, and inspires them to take action. For more information, visit www.hearttruth.gov.

SOURCE The Coca-Cola Company