January 25, 2010

Coca-Cola Launches 'Open the Games. Open Happiness' Campaign for the Vancouver 2010 Olympic Winter Games

U.S. Program Celebrates the 'Games' That Uplift Fans Everywhere

ATLANTA--(BUSINESS WIRE)-- Coca-Cola is tapping into the joy and inspiration of the Vancouver 2010 Olympic Winter Games with the launch of a multi-faceted Olympic Games-themed program in the U.S. designed to refresh, uplift and inspire fans. The campaign is anchored by a group of high-profile U.S. Olympians and U.S. Champions, known as the Coca-Cola "Six Pack" of athletes, limited edition Olympic Games-themed packaging, media and digital experiences.

Take Home the Games

Currently hitting supermarkets, convenience stores and mass retailers are limited edition, Coca-Cola Olympic Games-themed collectible cans and FridgePacks featuring silhouettes inspired by some of the most popular Olympic Winter Games sports, such as figure skating, ice hockey, speedskating and snowboarding. An additional commemorative can featuring a contemporary interpretation of the Inukshuk, the symbol of the Vancouver 2010 Olympic Winter Games, will be released closer to the opening of the Games. This innovative packaging extends the brand's commitment to refresh fans with the spirit and excitement of the Games at home. Additional packaging includes 20-ounce Coca-Cola bottles, multipacks and 2-liter bottles, with a new silhouette appearing every two to three weeks. More than 700 million cans will be on store shelves throughout January and February.

"The dedication to active living and amazing athletic performances of our 'Six-Pack' of athletes served as inspiration for these Coca-Cola Olympic Games-themed collectible cans," said Katie Bayne, Chief Marketing Officer, Coca-Cola North America. "Our special packaging and overall Coca-Cola Olympic Games program are a great way to celebrate the Games and open a little happiness while enjoying the exciting competition with your friends and family."

Coca-Cola "Six-Pack" of Olympic Athletes

Coca-Cola continues to build upon its legacy of supporting active lifestyles through its relationship with inspirational athletes. The Coca-Cola "Six Pack" of athletes is featured on in-store materials and serves as Coca-Cola "Ambassadors of Active Living," helping encourage and inspire people to lead active, balanced lives. The Coca-Cola "Six Pack" includes five-time Olympic medalist Apolo Anton Ohno (short track speed skating), Olympic silver medalist Gretchen Bleiler (snowboard), three-time Olympic medalist Angela Ruggiero (ice hockey), World Champion Evan Lysacek (figure skating) and two-time U.S. figure skating champions Keauna McLaughlin and Rockne Brubaker.

Advertising

The new Coca-Cola global Olympic TV commercial, "Snowball," which debuted during the season premiere of American Idol, shows how Coke can spark spontaneity and fun as people from all over the world come together and engage in a high-energy game. Additionally, a series of four :15 second spots promoting the Coca-Cola Olympic Games-themed collectible cans and two :30 vignettes featuring the Coca-Cola "Six-Pack" of athletes and cans will run on NBC during primetime Olympic Winter Games programming.

During the Opening Ceremony on February 12, viewers will see a special commercial that celebrates the 80-year partnership between Coca-Cola and the Olympic Games. The spot features uplifting, historical footage of Olympic athletes receiving their medals backed by the voiceover, "If you've had a Coke in the last 80 years, you've had a hand in making every Olympic dream come true." The ad, which originally aired during the Opening Ceremony of the Beijing 2008 Olympic Games, has been refreshed to include Olympians Ohno, Bleiler and Ruggiero as well as athletes from the Paralympic Games and the Special Olympic Games.

Digital Olympic Experience

Coca-Cola is partnering with NBC as an exclusive sponsor of Team USA on NBCOlympics.com and NBCOlympics mobile. The sponsorship includes a custom content section that captures all of the celebratory and feel-good moments of the Vancouver 2010 Olympic Games and a mobile application called "NBC Olympic Cheer presented by Coca-Cola." The application brings fans into the Vancouver experience by playing energetic, familiar sounds related to the Games like air horns and cowbells and the sounds associated with drinking a refreshing Coke (ice clinking, pouring, the first "ahh"). Fans also can support Team USA by recording and submitting their own custom cheers within the application.

Rounding out the NBC partnership is the exclusive sponsorship of "Primetime Challenge," which enhances the Olympic Winter Games viewing experience by allowing fans to play along with the TV broadcast through a two-screen application synced up to live action, offering trivia, predictive questions, polls, fun facts and athlete profiles.

MyCokeRewards.com serves as the hub for everything Olympics Games as members can redeem points for Coca-Cola Olympic Games gear, learn about the collectible cans and the

Coca-Cola "Six Pack" of athletes, and earn bonus points when U.S. athletes win medals during the Vancouver 2010 Olympic Winter Games. For Olympic Games fans on the go, Coca-Cola offers a mobile site that reflects the content found on MyCokeRewards.com, plus downloadable wallpaper of the athlete silhouettes featured on the collectible cans.

MyCoke.com continues to be the destination for teens looking to interact with Coca-Cola and the Olympic Games in a fun, global way. Visitors can design their own digital Coke bottle to share with others around the world, learn about the Coca-Cola "Six Pack" of Olympic athletes, view videos, including Coca-Cola Olympic Games commercials and U.S. Olympic Committee webisodes featuring the "Six-Pack" of Olympic athletes, and participate in an interactive global video game.

Vancouver 2010 Olympic Torch Relay

In October 2009, Coca-Cola announced the selection of 20 inspiring Americans to be torchbearers for the Vancouver 2010 Olympic Torch Relay. Among the honored torchbearers are 10 teens, five leaders from national health organizations, three Coca-Cola North America employees and Olympic gold medalists Shawn Johnson and Steven Lopez. All torchbearers

were selected because of their dedication to making a positive difference in their communities.

The torchbearers carried the Olympic Flame through Calgary, Canada, on January 18-19, 2010 as it made its way to Vancouver and the Opening Ceremony for the 2010 Olympic Winter Games on February 12, 2010. The relay, presented by Coca-Cola, will last for 100 days, cover more than 27,000 miles (45,000 kilometers) and link more than 1,000 communities and places of interest across Canada.

About Coca-Cola and the Olympic Movement

The Coca-Cola Company has been an Olympic Games partner since 1928 and is the longest continuous corporate supporter of the Olympic Movement. The Company works with National Olympic Committees in more than 200 countries to help athletes train and compete. More than 90 percent of the Coca-Cola system's investment in the Olympic Games is directed to athlete development and to assist in staging the Games. Products of The Coca-Cola Company refresh athletes, volunteers, officials and spectators during the Olympic Games; and supporting programs such as the Vancouver 2010 Olympic Torch Relay allows Coca-Cola to help share the Olympic Spirit around the world. The Coca-Cola Company is the exclusive nonalcoholic beverage provider to the Olympic Games through 2020.

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.

Source: The Coca-Cola Company