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Diet Coke Helps People "Stay Extraordinary" in New Marketing Campaign

New Lead Commercial to Debut on Sunday, March 7 During the Telecast of The Academy Awards on ABC

ATLANTA--(BUSINESS WIRE)-- Millions of extraordinary people enjoy the great-tasting refreshment of Diet Coke every day. It's an indispensable part of their lives that helps keep them at their very best and "Stay Extraordinary" in whatever they do.

A new Diet Coke marketing campaign, which launches with a 60-second commercial centerpiece called "Stay," celebrates the daily achievements of the next generation of young adult Diet Coke drinkers and shows how the brand helps them get the most out of life.

"Diet Coke drinkers are the most extraordinary people in the world. For these multi-faceted, confident, motivated individuals, the brand is an essential part of their lives," said Katie Bayne, Chief Marketing Officer, Coca-Cola North America. "Because they strive to be their best, they embrace brands that inspire drive, passion and courage. Diet Coke helps them to excel at both work and play and 'Stay Extraordinary.'"

The "Stay Extraordinary" campaign began last month with the launch of the 2010 Diet Coke Heart Truth program, which reminded people that staying healthy is a key dimension of staying extraordinary. The program featured special packaging, television and print advertising and digital and retail activation. The Diet Coke Heart Truth television ads, which aired throughout the recent broadcast of the Olympic Winter Games, were just ranked among in Nielsen's top 10 Olympic advertisements based on ad recall and likeability (*).

In addition to "Stay," which debuts this Sunday, March 7, during the ABC telecast of The Academy Awards, "Stay Extraordinary" includes two new 30-second commercials that will air during upcoming episodes of American idol. The campaign also features new out-of-home advertising that will run across the Coca-Cola Digital Network, as well as activation on DietCoke.com, the Diet Coke fan page on Facebook and on My Coke Rewards. New point-of-sale will also be in place in retail outlets across the country.

"With our multi-dimensional 'Stay Extraordinary' program, we're using an aspirational voice to celebrate today's 'movers and shakers' who are the next generation of Diet Coke drinkers," continued Bayne, "Whether it's reinforcing the importance of being heart healthy or showcasing everyday achievements like those seen in our new commercials, we're showing how Diet Coke helps people stay on top of their 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. Together with Coca-Cola, recognized as the world's most valuable brand, the Company's portfolio includes 14 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.

(*) source: The Nielsen Company, March 2010

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