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Coke Zero Makes Race Fans' Wildest Dreams Come True with Prizes from Daytona to Homestead

A Race-Day Exclusive, the Online and Text-to-Win "Coke Zero Lap" Promotion Offers Awesome Experiences for the True Race Fan

DAYTONA, Fla.--(BUSINESS WIRE)-- Think a rooftop view of race-day action at Daytona International Speedway is beyond the realm of possibility? Not for Coke Zero - the beverage already making the seemingly impossible possible: real Coca-Cola taste and zero calories. This weekend Coke Zero is giving race fans a chance-of-a-lifetime opportunity to win some of the coolest prizes in racing during the Coke Zero 400 Powered by Coca-Cola.

The Coke Zero Lap promotion will award 17 amazing experiential prizes that only Coke Zero can deliver. By registering at the Coke Zero stage in the Daytona International Speedway midway, fans attending the race can win prizes that meet their wildest expectations:

- A VIP visit to the rooftop of the speedway to experience a bird's eye view of the race action;
- Tickets to the exclusive Daytona 500 Club with incredible views of the track and pit road; or
- An honorary trip across the track and the infield grass to visit Victory Lane following the race to take part in the winner's celebration.

As the race cars speed around the track, prize winners will be selected randomly at each "Coke Zero Lap," or every lap that ends in a zero (Lap 10, Lap 40, Lap 110, etc.). Coke Zero ambassadors will locate winners in their seats and escort them to their prize destination right on the spot.

In addition, one lucky fan at home will get to watch the 2011 Sprint Cup season come to an exciting close at Homestead-Miami Speedway. Fans can register to win the ultimate trip to Ford Championship Weekend in November 2011 by texting "CCZ" to 76060 or logging on to CokeZeroLap.com. Registration will close at the end of the Coke Zero 400 and one randomly drawn grand-prize winner will receive a travel package including tickets to Ford Championship Weekend events.

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 15 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 1.7 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 Coca-Cola Company