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Coke Zero™ and Kevin Hart Team up to Bring Comedian's Kevin Hart: Let Me Explain to Theaters across the Country

Partnership Builds on Male-Focused "It's Not Your Fault…Enjoy Everything" Marketing Campaign

ATLANTA--(BUSINESS WIRE)-- Coke Zero celebrates guys being guys and humorously defends all things male this summer when the brand teams up with comedian Kevin Hart to promote his highly anticipated new movie, *Kevin Hart: Let Me Explain*, which will be released nationwide on July 3.

Kevin Hart enjoys a refreshing Coca-Cola Zero while on-set at the taping of the Coke Zero "Theater Seats" TV spot promoting his new movie, Kevin Hart: Let Me Explain (Photo: Business Wire)

Further substantiating the role of Coke Zero as a defender and celebrator of guy enjoyment, the brand has signed on to bring promotional screenings of *Kevin Hart: Let Me Explain*, to major markets this summer: Chicago (June 12), New York City (June 19), Atlanta (June 21), and Los Angeles (June 27). Coke Zero will host private screenings of the stand-up comedy film at participating Regal Entertainment Group theaters, and offer consumers an exclusive opportunity to walk the black carpet and see the movie before its official release on July 3. Sure to make the night even funnier, Hart is scheduled to make appearances at several of the previews.

"'Let Me Explain' builds on the current Coke Zero marketing platform, called 'It's Not Your Fault…Enjoy Everything," said Lauventria Robinson, Vice President, Multicultural Marketing, Coca-Cola North America Group. "We have teamed up with Kevin to take a lighthearted and satirical perspective on the stereotypical things that men do, while cheering guy moments of bonding and camaraderie. Coke Zero has given men the excuse that it's okay to be who you are; 'it's not your fault.' Kevin has their back with the opening line, 'let me explain.' It's a perfect partnership for a brand that celebrates men."

"I'm excited about releasing *Let Me Explain* and working with Coca-Cola Zero to bring it to the masses," said Hart. "The movie and Coke Zero share a similar view on not making excuses for a man being a man. We have reasons why we do what we do and most start with, we're men. So it's okay to play video games all night, talk junk with your boys or pretend you've worked out harder than you have – that's what men do. Coke Zero says that's cool and so do I."

In addition to the tour, Hart's entertainment company, HartBeat Productions, will produce a TV spot and three digital vignettes for Coke Zero, promoting the new movie and the Coke Zero "Enjoy Everything" message. The hilarious 30-second TV spot, entitled "Theater Seats," will air on BET and TBS and also be posted online. This fall, the three digital

vignettes – all about Coke Zero through the lens of *Kevin Hart: Let Me Explain* – will be released on the comedian's and the brand's various social media platforms.

"We are thrilled that Coke Zero is giving us the freedom to inject the HartBeat voice into these creative pieces to bring laughter to fans all summer long" said Leland "Pookey" Wigington, HartBeat Productions, Vice-President.

In addition, Coke Zero will take the "Let Me Explain" message on the road, stopping in select cities to offer product sampling and share the movie trailer, starring Hart, with local residents. Men will also be invited to confess how they enjoy the "good side of bad" on the Coke Zero/Let Me Explain Twitter hotline, using the hashtag #itsnotyourfault. The hotline will guide the "guy talk," giving men permission to do "manly" things and offering humorous "covers" in real-time.

For more information on the *Kevin Hart: Let Me Explain* movie tour and hotline, follow @CokeZero on Twitter or like the Coca-Cola Zero page on Facebook. Lucky consumers can win VIP passes to the private screenings through promotions with partnering radio stations in each of the Coke Zero screening markets.

About The Coca-Cola Company

The Coca-Cola Company http://www.coca-colacompany.com/index.html (NYSE: KO) is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Led by Coca-Cola, the world's most valuable brand, our Company's portfolio features 16 billion-dollar brands including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply, Georgia and Del Valle. Globally, we are the No. 1 provider of sparkling beverages, ready-to-drink coffees, and juices and juice drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy our beverages at a rate of more than 1.8 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that reduce our environmental footprint, support active, healthy living, create a safe, inclusive work environment for our associates, and enhance the economic development of the communities where we operate. Together with our bottling partners, we rank among the world's top 10 private employers with more than 700,000 system associates. For more information, visit Coca-Cola Journey at www.coca-colacompany.com, follow us on Twitter at http://twitter.com/CocaColaCo or check out our blog, Coca-Cola Unbottled, at www.coca-colablog.com.

About HartBeat Productions

HartBeat Productions is an entertainment company created by comedian Kevin Hart. The company produces, film, TV, live and digital entertainment for distribution across all digital platforms including theatrical, television, and emerging digital technologies. For more on HartBeat Productions and "*Kevin Hart: Let Me Explain*" visit http://www.kevinhartnation.com/ and http://www.youtube.com/HartBeatProductions.

About Regal Entertainment Group

Regal Entertainment Group (NYSE: RGC) operates the largest and most geographically diverse theatre circuit in the United States, consisting of 7,350 screens in 578 theatres in 42 states along with Guam, Saipan, American Samoa and the District of Columbia as of May 23, 2013. The Company operates theatres in 46 of the top 50 U.S. designated market areas. We believe that the size, reach and quality of the Company's theatre circuit not only provide

its patrons with a convenient and enjoyable movie-going experience, but is also an exceptional platform to realize economies of scale in theatre operations. Additional information is available on the Company's Web site at www.REGmovies.com.

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