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Internet Sensation Kurt Hugo Schneider is Ready to Rock the Coca-Cola Red Carpet LIVE! Digital Pre-Show with a Performance of Official Track Co-Created with Fans

Digital Pre-Show hosted by Lance Bass, Jordin Sparks, Zendaya, Jenna Ushkowitz, Rosie Pierri, Colbie Caillat & Jake Owen Will Broadcast Live from the 2013 American Music Awards at The NOKIA Theatre L.A. Live with a Special Dance Performance by Jabbawockeez

ATLANTA--(BUSINESS WIRE)-- Roll out the red carpet! Musician and online filmmaker Kurt Hugo Schneider is ready to debut the official track produced, with input from fans, for the Coca-Cola Red Carpet LIVE! Digital Pre-Show at the 2013 American Music Awards. The LIVE stream will begin on Sunday, November 24 at 2 p.m. PST / 5 p.m. EST online at www.TheAMAs.com, Yahoo.com, and ABC.com. The pre-show will bring three hours of entertaining celebrity interviews and exclusive behind-the-scenes content hosted by Lance Bass, Jordin Sparks, Zendaya, Jenna Ushkowitz, Rosie Pierri, Colbie Caillat and Jake Owen. Additionally, the pre-show will include a never-before-seen dance performance by Jabbawockeez and additional live performances from Jesse McCartney, Fifth Harmony and Aloe Blacc.

“It is an awesome new experience for me to get to share the song I created in collaboration with my fans at the Coca-Cola Red Carpet LIVE! Digital Pre-Show,” said Kurt. “The whole process has been pretty amazing. I can’t wait to hit the stage at the digital pre-show and give everyone a first look at this one-of-a-kind song that I’m performing live in front of viewers and celebrities on the red carpet.”

The Coca-Cola AHH Studio digital experience allowed teens to interact with Kurt to help create the original soundtrack for the pre-show. Each week, teens across the country were able to listen to three different musical options and choose the one they liked best. After six weeks and six opportunities for fans to weigh in, Kurt used all of the elements chosen by fans to create the official soundtrack. Fans can tune in to the pre-show for all of the action live from the red carpet as the Coca-Cola AHH Studio digital experience program culminates with Kurt’s performance of the official track.

Fans will be able to view several areas live during the pre-show, such as the Coca-Cola Interview Lounge, the first stop for celebrity interviews on the red carpet. Celebrity hosts from all sectors of the music and entertainment world will get the latest Hollywood scoop from the stars themselves as they make their way to one of music’s most celebrated nights.

“It’s a fun experience to be the one interviewing other celebrities and it’s great to be back again as one of the hosts for the Coca-Cola Red Carpet LIVE! Digital Pre-Show,” said Lance Bass. “All of the fun and unique content from the digital pre-show does a great job of

enhancing the AMA's red carpet leading up to one of music's most anticipated award shows."

A live dance performance by the Jabbawockeez will add to the entertainment presented during the pre-show. Inspiring people to 'move for the movement' and show support for (RED) and the fight to end AIDS, the famed dance crew will perform a routine and rally viewer excitement for the DANCE (RED) SAVE LIVES events taking place around the world this coming World AIDS Day weekend, Nov. 30 - Dec. 1.

In addition to tuning in online, fans watching the pre-show have another opportunity to get in on the action through a special sweepstakes via SMS promotion. By texting in during the pre-show, two viewers will be selected during the pre-show to receive a trip for two to visit Los Angeles for the World AIDS Day weekend. The winners and their guests – ages 21 and up – will attend a dance party on Nov. 30 to celebrate the release of (RED)'s 2013 compilation album, DANCE (RED), SAVE LIVES^2. This album and dance party will help raise money and awareness around the AIDS fight. To learn more, viewers can go to www.theamas.com/coke.

"The official soundtrack created by Kurt and the fans for the Coca-Cola Red Carpet LIVE! Digital Pre-Show has come together in a great way and will surely be adding to the entertainment value of the American Music Awards red carpet," said Andy McMillin, VP Coca-Cola Trademark. "From musical acts, various celebrity hosts and a special dance performance by the Jabbawockeez, the red carpet at the digital pre-show will be jam-packed with unique content that fans everywhere can enjoy."

The Coca-Cola Red Carpet LIVE! Digital Pre-Show will kick off at 2 p.m. PST / 5 p.m. EST live from Los Angeles, Calif. on Nov. 24. When asked about the company's rich history with dick clark productions, Sharon Byers, SVP Sports, Entertainment and Community Marketing commented, "Coca-Cola is a proud partner of the American Music Awards and I think this year's activation is a great example of how music and charitable causes can come together in a big, meaningful way."

For more details and full program rules about the AHH Studio track and sweepstakes head to www.theamas.com/coke. Join the conversation on social media using the hashtag #CokeRedCarpet.

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. Led by Coca-Cola, one of the world's most valuable and recognizable brands, 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

twitter.com/CocaColaCo, visit our blog, Coca-Cola Unbottled, at www.coca-colablog.com or find us on LinkedIn at www.linkedin.com/company/the-coca-cola-company.

About Dick Clark Productions, inc.

dick clark productions is the world's largest producer and proprietor of televised events. dcp produces perennial hits such as the "American Music Awards," "Golden Globe Awards," "Academy of Country Music Awards," "Hollywood Film Awards," "Billboard Music Awards," and "Dick Clark's New Year's Rockin' Eve with Ryan Seacrest." dcp also produces popular weekly television programming, including "So You Think You Can Dance," and owns one of the world's most unique and extensive entertainment archive libraries with more than 55 years of dcp's award-winning shows, historic programs, specials, performances and legendary programming. For additional information, visit dickclark.com.

About the American Music Awards

The American Music Awards features performances from today's hottest artists and presents fan-voted awards in the categories of Pop/Rock, Alternative Rock, Country, Rap/Hip-Hop, Soul/R&B, Adult Contemporary, Contemporary Inspirational, Latin, EDM, Soundtrack, Single of The Year, New Artist of the Year Presented by Kohl's, and Artist of the Year. The American Music Awards pays tribute to today's most influential and iconic artists. The show is produced by dick clark productions and is seen in more than 160 countries around the world. For more information visit TheAMAs.com or ABC.com.

About (RED)

(RED) was founded in 2006 by Bono and Bobby Shriver to engage businesses and people in the fight against AIDS.

(RED) partners with the world's most iconic brands who contribute up to 50% of profits from (RED) branded goods and services to the Global Fund. (RED) Proud Partners include: Apple, Starbucks, The Coca-Cola Company, Beats by Dr. Dre, Belvedere, Claro, SAP, Telcel and Live National Entertainment. (RED) Special Edition partners include: Shazam, Girl Skateboards, Mophie, FEED, Nanda Home, Bottletop, Tourneau, Fatboy USA, Bed Bath & Beyond, HEAD.

To date, (RED) has generated more than $215 million for the Global Fund to fight AIDS, Tuberculosis and Malaria, to support HIV/AIDS grants in Ghana, Lesotho, Rwanda, South Africa, Swaziland, Zambia, Kenya and Tanzania. 100 percent of that money goes to work on the ground – no overhead is taken. Global Fund grants that (RED) supports have impacted more than 14 million people with prevention, treatment, counseling, HIV testing and care services.

(RED) is a division of The ONE Campaign. Learn more at www.red.org.

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