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Coca-Cola Teams with Soccer Sensation DaMarcus Beasley to Promote the Sport During 2014 FIFA World Cup™

Coca-Cola Invites You to "Give a Ball" to Encourage Greater Soccer Play

ATLANTA--(BUSINESS WIRE)-- As the 2014 FIFA World Cup™ kicks off, Coca-Cola partners with soccer superstar DaMarcus Beasley to promote the passion and benefits of soccer among African American youth.

Beasley, a defender, will be the first American to play in four FIFA World Cup™ competitions. He is also among a small group of African American athletes to play soccer (or "fútbol") on the prestigious international stage. Coca-Cola hopes the inspirational Beasley will help urban youth connect to the world's most beloved sport and encourage the African American community to rally around him as he competes for soccer's most esteemed prize.

In the spirit of the FIFA World Cup™, Beasley joins Coca-Cola in inviting consumers who purchase a refreshing Coca-Cola product to donate a soccer ball to a school of their choice. Now through July 13, 2014, consumers can visit www.coke.com/soccer and enter a participating Coca-Cola product code to donate a soccer ball to schools registered with MyCokeRewards.com throughout the country. Additionally, participants can enter to instantly win prizes and download "The World Is Ours," Coca-Cola's song for the 2014 FIFA World Cup™ campaign. "Give a Ball" supports Coca-Cola's overall commitment to promote active, balanced lifestyles among today's youth.

"The game of soccer has taken me from Indiana to places all around the world," said Beasley. "It has opened doors for me that I could never have dreamed of; and, that's why I am excited to work with Coca-Cola to encourage the dreams of young people throughout the world."

"The Coca-Cola Company has always shared an enormous passion for soccer and the world of endless possibilities that it offers to youth globally and right here in the U.S.," said Lauventria Robinson, vice president, Multicultural Marketing, Coca-Cola North America. "DaMarcus is a tremendous role model to inspire young people. Together, we hope to encourage the country to join us in celebrating soccer as a force for social good. Give a ball and help us open those possibilities for the next generation of DaMarcus Beasleys."

Coca-Cola is also working with its bottlers and customer partners, such as Family Dollar, to refurbish select soccer fields this fall. The Coca-Cola and Family Dollar® Soccer Field Makeover Promotion will provide $15,000 to a local soccer field in need of refurbishment. Beasley will appear at a celebratory community event recognizing the refurbishment of the soccer field.

Additionally, Coca-Cola partnered with the Boys & Girls Clubs of America to identify two outstanding teens to participate as flag bearers for the U.S. during one of the USMNT

matches in Brazil. Each teen will receive tickets to the United States vs. Germany game and a cultural immersion experience while in Brazil.

The Coca-Cola Company has had a long-standing relationship with FIFA since 1974 and has been an official sponsor of the FIFA World Cup™ since 1978. Coca-Cola has had stadium advertising at every FIFA World Cup™ since 1950 and is a long-time supporter of soccer at all levels.

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.

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