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Sprite Pioneers New Consumer Connections Through Mobile Technology

The "Sprite Yard" is the First "Community-to-Go" That Combines Photo Sharing, Message Board, Planner, and Digital Downloads in One Simple Interface for Mobile Phones

ATLANTA--(BUSINESS WIRE)--

The Coca-Cola Company is redefining the relationship between consumers and their sparkling beverages with the launch of the Sprite Yard, a real-time digital "on-the-go" community that provides social connections and downloadable content via their mobile phone anytime, anywhere. This mobile marketing breakthrough launched in China on June 1, and will go live in the US later this month.

The Sprite Yard creates an entertaining social experience beyond the value of traditional online destinations by providing consumers constant mobile, social and brand connectivity through mobile devices such as cell phones and personal digital assistants (PDAs).

Accessing the Sprite Yard is easy and simple. Anyone with a WAP enabled phone and access to a data plan can join the Yard. Beginning June 22, U.S. consumers can text "YARD" to 59666 ("Lymon") and receive a reply with a WAP link to access the Sprite Yard for the fist time. Clicking the link directs the mobile device to the "Yard" where they are invited to register by selecting a tag name and password. As soon as they are registered, users can opt to create a profile to share information about themselves with their friends in the Yard.

"Sprite is the first beverage brand to enable a mobile experience combining such a rich combination of features and functions," said Mark Greatrex, Senior Vice President, Marketing Communications and Insights, The Coca-Cola Company. "The Sprite Yard provides an efficient, sustainable and fresh marketing platform that reflects changing consumer demands and significantly personalizes the relationship between consumers and Sprite."

Members of this new "community-to-go" have access to a host of functions they can share with their network of friends. Users build their community by inviting and being accepted by other Yard users as their friends. This allows them to share photos through the Pix gallery, showcase a snapshot of their activities in the Planner, post pictures and discussions on Scribbles, and send short mobile messages - Shouts, to individuals or groups.

The Sprite Yard will also feature exclusive downloadable content - from visitones (visual ringtones that combine music with visuals) to mobisodes (animated shorts) - that can only be unlocked through a PIN found under the cap of every 20 oz. Sprite bottle, providing a fresh, engaging experience with each purchase.

With an estimated 2.7 billion mobile phones in the world, three times higher than the number of computers and twice as high as the number of televisions, there is an opportunity to

combine brands and technology to connect with consumers in unique and personalized ways. More than 80 percent of individuals between 18 and 24 own a cell phone according to a recent survey.

"We know that when it comes to reaching teens, mobile is the medium. This program will enable us to connect with teens by putting Sprite both in their hand and in their phone," adds Denis Sison, Sprite Global Brand Director, The Coca-Cola Company. "We can provide them 'instant gratification' through ever-changing content and the ability to immediately receive new information and entertainment."

"The global adoption of mobile marketing provides a unique business opportunity for brands to create and maintain relationships with their audiences," said Laura Marriott, President, Mobile Marketing Association (MMA). The Sprite Yard was announced today at the MMA's Mobile Marketing Forum in New York. "With the Sprite Yard, The Coca-Cola Company is among those setting industry best practices and generating excitement around engaging consumers through mobile in fun and meaningful ways.

On June 1, The Coca-Cola Company launched the Sprite Yard in China. The China consumer experience contains similar features and functionality including, compelling content, community, instant messaging and mobile blogging. The program was tested through a partnership with McDonalds, where consumers received PIN codes at the restaurants with purchase. By the end of 2008, the Sprite Yard will be introduced in several additional markets globally.

The Coca-Cola Company

The Coca-Cola Company is the world's largest beverage company. Along with Coca-Cola(R), recognized as the world's most valuable brand, the Company markets four of the world's top five nonalcoholic sparkling beverage brands, including Diet Coke(R), Fanta(R) and Sprite(R), and a wide range of other beverages, including diet and light beverages, waters, juices and juice drinks, teas, coffees, energy and sports drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate exceeding 1.4 billion servings each day. For more information about The Coca-Cola Company, please visit our website at www.thecoca-colacompany.com.

Source: The Coca-Cola Company