July 11, 2010

Coca-Cola Shares the Celebration of the 2010 FIFA World Cup(TM) with Millions Around the World

As the 2010 FIFA World Cup Concludes Coca-Cola Joins Fans in Celebrating the Success of the Landmark Event

JOHANNESBURG--(BUSINESS WIRE)-- When the final whistle blows on the 2010 FIFA World Cup(TM) and the FIFA World Cup Trophy is in the hands of the winning team, billions of fans around the world will have experienced a spectacular sporting event and many will cherish experiences that brought the FIFA World Cup to life through Coca-Cola consumer programs.

"We have been amazed at the reaction from fans around the world who have shared their celebration with us," said Joe Tripodi, chief marketing and commercial leadership officer, The Coca-Cola Company. "We thank everyone who enthusiastically embraced the outlets we created to help them celebrate the FIFA World Cup. Across more than 160 countries we delivered memorable experiences that brought people closer to the tournament through music, interactive programs, on-site experiences and, of course, the FIFA World Cup Trophy Tour by Coca-Cola."

The global interactive marketing campaign in support of the Company's sponsorship of the landmark sporting event is an extension of the Coca-Cola brand platform "Open Happiness." The multi-faceted campaign, the largest consumer program in the Company's history, has been successful in creating connections with hundreds of millions of people around the world in the lead up to the tournament and during the finals.

The campaign began in September 2009 with the FIFA World Cup Trophy Tour by Coca-Cola, which took the solid-gold symbol of football supremacy to 94 cities in 84 countries including 50 countries across the African continent. The Trophy Tour also visited 36 cities across South Africa. Nearly one million people had the opportunity to see the FIFA World Cup Trophy up close and have their photograph taken with the Trophy. The Trophy Tour is the largest experiential marketing tour ever undertaken by Coca-Cola.

People around the world have been dancing to the music of K'NAAN and his uplifting soundtrack for the Coca-Cola campaign 'Wavin' Flag - Coca-Cola Celebration Mix.' The single was released in more than 150 markets around the world and is used as the anthem for all elements of the global Coca-Cola marketing campaign. The song has reached number one on music charts in 17 countries and has moved more than 800,000 download purchases. The video for the single has amassed more than 87 million views on YouTube.

Localized versions of the song have been released in 15 countries including duets with David Bisbal for Mexico, Spain and Latin American countries, with multi-platinum Lebanese singer Nancy Ajram and China's most popular female artist Jane Zhang. K'NAAN also performed his song at 12 stops of the FIFA World Cup Trophy Tour including performances

in Mexico City, Paris, Rome, London and Tokyo. The Coca-Cola song has been the most played single in South Africa during the course of the tournament.

Social media has been a key component of the campaign with the largest YouTube partnership every done with a global brand at www.youtube.com/coca-cola. The "Longest Celebration" site generated more than 40 million impressions through fans logging on to view dance celebration videos submitted by users in more than 100 countries. Coca-Cola sponsored pages at www.fifa.com including Trophy Tour photo downloads, player celebration videos and Panini trading card programs generated more than 2 billion page views.

Fans were able to experience the excitement of the FIFA World Cup through official FIFA "Fan Fests" sponsored by Coca-Cola across South Africa and in more than 60 other viewing parties organized around the world. These experiential venues provided live feeds of matches and featured interactive areas hosted by Coca-Cola including, in some locations, performances by K'NAAN of the Coca-Cola music anthem.

The Coca-Cola Company also contributed a lasting legacy through its "Water for Schools" program that raised funds to bring clean water to schools throughout Africa. The Company has donated $1,500 for every goal celebration during the tournament as part of the "Coca-Cola Celebration Award" that will be presented to the player with the best celebration of the 2010 FIFA World Cup. The program is just one part of the larger $30 million commitment to the "Replenish Africa Initiative" (RAIN) that will provide at least 2 million people in Africa with clean water and improved sanitation by 2015.

"Our largest ever integrated marketing program has set a new standard for our sponsorship of global events," added Tripodi. "Our FIFA partnership has been a cornerstone of our marketing efforts in 2010 and has been effective in reaching millions of consumers around the world."

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. Along with Coca-Cola(R), recognized as the world's most valuable brand, the Company's portfolio includes 12 other billion dollar brands, including Diet Coke(R), Fanta(R), Sprite(R), Coca-Cola Zero(R), vitaminwater(R), POWERADE(R), Minute Maid(R), Simply(R) and Georgia Coffee(R). 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 1.6 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.

NOTE TO EDITORS: Media can retrieve digital photos and other artwork to accompany this story by visiting http://CokeURL.com/2010FWCPressCenter or www.thecoca-colacompany.com Press Center area.

Source: The Coca-Cola Company