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The Sprite Spark Parks Project Continues Refreshing Parks and Communities across America

Green Tabs on Sprite(R) Cans Translate Into Dollars for Habitat for Humanity International(R) -- up to $500,000

During April Every Green Sprite or Sprite Zero(TM) Tab Collected is 10 Cents Toward Building Homes and Active Spaces in Local Communities

ATLANTA--(BUSINESS WIRE)-- Spring cleaning is here and Sprite is doing its fair share of the work. "Sparking" its second major initiative in 2011, Sprite Spark Parks: Neighborhood Parks and Community Spaces, the brand is furthering its commitment to invest $2 million to help refresh parks and communities across America.

"The Sprite Spark Parks Project is part of a multi-year initiative to positively impact physical play and living spaces in neighborhoods across the U.S.," said Augusto Elias, Sprite Brand Director, Coca-Cola North America. "Through this phase of the Project and our partnership with Habitat for Humanity we hope to encourage people to get involved by providing an easy way to make a difference in their communities."

Through the Sprite Spark Parks Project, families can help raise funds to refresh their communities and provide clean, safe places for young people to play. In the month of April, people can find the specially marked Sprite and Sprite Zero 12-oz cans by the unique green tabs and Habitat for Humanity logo in stores nationwide. For every green Sprite tab collected and mailed in, Sprite will donate 10 cents to Habitat for Humanity, with a guaranteed donation amount of $250,000 and a maximum of $500,000.

Only green Sprite and Sprite Zero tabs count toward the program and all tabs must be received by June 30, 2011. To participate, place the green tabs in a regular or padded envelope. If using a non-padded envelope, please limit the number of tabs to 20 in each envelope and mail to: Sprite Green Tabs, P.O. Box 52666, Knoxville, TN 37950. At the conclusion of the program, Sprite will recycle all the tabs collected.

In addition to the national tabs donation program, Sprite is partnering with local radio stations in at least 30 cities, to invite local listeners to collect and send in their green Sprite tabs to the stations. By participating in the program, listeners will be able to help secure funding from Sprite to help refresh a local neighborhood park.

My Coke Rewards(R) members can also help Habitat for Humanity by donating their My Coke Rewards points between now and June 30, 2011. My Coke Rewards points donated will deliver additional support for Habitat for Humanity. For more information about this opportunity or how to become a member of My Coke Rewards, please visit www.SpriteGreenTabs.com.

Sprite is raising awareness and encouraging participation by placing Habitat for Humanity messaging on packaging, point of sale, online and radio advertising. Visit www.SpriteGreenTabs.com for more information.

The Sprite Spark Parks Project tipped off on February 18 by asking people to nominate a local basketball court in need of renovation. To date more than 1,000 courts have been entered. People are encouraged to log on to www.Sprite.com to nominate a court by April 8. Sprite will select 70 finalists based on support generated during the nomination phase to be part of a nationwide fan vote to select the courts that will be refreshed. As part of the program, 21 courts will receive funding in 2011 for items such as new rims, backboards, blacktop surfaces and art installation. Seven courts - with one winner coming from seven different regions across the country - will be awarded a $35,000 grant. An additional 14 locations will receive $20,000 each.

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. The Company's portfolio includes 14 billion dollar brands, including Coca-Cola, recognized as the world's most valuable brand, as well as Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply and Georgia. 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 1.7 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.

Source: The Coca-Cola Company