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Coca-Cola(R) and Universal Studios HollywoodSM Make Lucky Telenovela Fans Feel Like Stars

Jacqueline Bracamontes and Cristian de la Fuente return to the Coca-Cola Telenovela Club to guide fans through an unforgettable experience

ATLANTA--(BUSINESS WIRE)-- People call Hollywood the entertainment capital of the world, a place where stars are born and dreams come true. Thanks to a one-of-a-kind fan promotion from the Coca-Cola Telenovela Club, three lucky winners will get to live the ultimate Tinseltown experience. The winners will receive a trip to Universal Studios in Hollywood, California to meet two of their favorite stars, Cristian de la Fuente and Jacqueline Bracamontes.

From May 5 through June 1, fans can enter the national sweepstakes at www.mispremioscocacola.com for the chance to meet the actors who are two of Spanish language television's biggest Telenovela superstars.

"With the Coca-Cola Telenovela Club now entering its fifth year, the program continues to find ways to better connect our loyal Coke drinkers and passionate novela fans with their favorite stars," said Al Rondon, Senior Brand Manager, Hispanic Marketing, Coca-Cola North America. "This year we're going to give people the full star treatment with the trip of a lifetime to Universal Studios in Hollywood, California."

The Coca-Cola Telenovela Club will host the sweepstakes' three grand prize winners at Universal Studios Hollywood July 13-17. Each winner, and up to five additional guests, will receive round-trip airfare, a five-day/four-night stay hotel and Universal Studios Hollywood[SM] park tickets. The winners will also receive $500 in spending money. The highlight of the trip will be the special meet-and-greet with Telenovela stars Bracamontes and de la Fuente.

"As a world-class entertainment destination, we're thrilled that these lucky winners will have an opportunity to enjoy Universal Studios Hollywood," said Tari Garza, Vice President of Partnership and Promotions, Universal Studios Hollywood. "Our 'VIP Experience' will truly enhance their fun-filled day when they visit such popular attractions as 'King Kong 360 3-D,' the world's largest, most intense 3D experience, as well as our behind-the-scenes Studio Tour, featuring comedian Jimmy Fallon as the new video host."

In addition to the national promotion, six regional grand prize winners and their families will be chosen from local promotions in Los Angeles, San Francisco, San Diego, Las Vegas, Phoenix and Denver. The regional promotions will run June 1 - 30.

"Novela fans are unique when it comes to their passion for their favorite characters and memorable story moments. We saw this firsthand during our experience with last year's winners," said Bracamontes and de la Fuente. "The Coca-Cola Telenovela Club gives our

supporters across the country a unique opportunity to win this trip where they will create unforgettable memories with their families."

The national sweepstakes is open to My Coke Rewards members 18 or older who are residents of the 50 U.S. and Washington, D.C. There is no purchase necessary. For Official Rules on how to enter without points and more information, fans can log on to www.mispremioscocacola.com.

"For novela fans, this program is a dream come true. Bringing them face-to-face with Jackie and Cristian and giving them an exciting Hollywood experience is a very special way to Open Happiness," said Rondon.

The Coca-Cola Telenovela Club is part of the Company's broader 2011 Hispanic marketing program, which features both traditional and non-traditional media, including television and radio advertising, digital, out-of-home, point-of-sale, and targeted sampling activities.

About My Coke Rewards

With more than 15 million registered members, www.mycokerewards.com is one of the top consumer packaged goods loyalty websites and the number one beverage website in the U.S. My Coke Rewards helps consumers find lots of little and big things that put a smile on their face every time they enjoy a Coca-Cola product. Consumers may join My Coke Rewards by going online and setting up a rewards account at www.mycokerewards.com. Members then accumulate points by entering the My Coke Rewards codes found under the cap or on inside flap of fridge packs of any of the hundreds of participating Coca-Cola products in a variety of brands and sizes. My Coke Rewards codes may also be found on bonus offers on cups, scratch cards and coupons. Members then easily redeem rewards for great prizes and gifts, enter sweepstakes or donate points to their local school, favorite charity or cause. Since its inception in 2006, My Coke Rewards members have entered more than 1 billion codes from participating brands.

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, the world's most valuable brand, the Company's portfolio features 15 billion dollar brands including 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 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. For more information about our Company, please visit our website at www.thecoca-colacompany.com.

Universal Studios Hollywood

Universal Studios Hollywood is a unit of the Universal Parks & Resorts division of NBCUniversal. NBCUniversal is one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. NBCUniversal owns and operates a valuable portfolio of news and entertainment television networks, a premier motion picture company, significant

television production operations, a leading television stations group, and world-renowned theme parks. Comcast Corporation owns a controlling 51% interest in NBCUniversal, with GE holding a 49% stake.

Source: The Coca-Cola Company