March 28, 2012

Calling All Music Fans! Coca-Cola Invites People to Unite in “Perfect Harmony” and Help Chart-Topping Artist Jason Derulo Create a New Song

Second Annual Lyric Submission Program Brings AMERICAN IDOL® Fans Together with Award-Winning Singer-Songwriter to Create a New Hit Song for the Show’s Finale

ATLANTA--(BUSINESS WIRE)-- For anyone who has a knack for music, but doesn’t have the singing voice to get a ticket to Hollywood, Coca-Cola has you covered. Music has the power to bring people together, and through the Coca-Cola Perfect Harmony initiative, AMERICAN IDOL fans across the country will have the opportunity to create a new song with award-winning artist Jason Derulo. Songwriters and music fans will get the chance to help write a track that will be performed onstage at the AMERICAN IDOL finale.

“I’ve written songs for some of the most recognized performers in music today and no matter how talented an artist is, a hit song is always a collaborative effort,” said Jason Derulo. “From the producers to the writers to the talent performing the song, music comes to life thanks to a team effort, which is exactly what Coca-Cola Perfect Harmony is all about. I can’t wait to collaborate with all of the IDOL fans out there to create a new song.”

Starting today, fans can log on to www.AmericanIdol.com/PerfectHarmony where they can listen to the opening segment of a song-in-the-making by Jason Derulo. Each week, hopefuls from around the country, ages 18 and up, will submit their own lyrics to contribute to the song. Following each of the four submission phases, Coca-Cola will select the top three lyrics and then fans, ages 13 and up, will have their say as they vote for their favorite. The lyric with the most votes will then be incorporated into the song, taking it one step closer to being ready for Jason to perform on the first night of the two-night finale of AMERICAN IDOL, airing Tuesday, May 22 (8/9 p.m. ET live/PT tape-delayed) on FOX.

“AMERICAN IDOL is the biggest show on television,” said AMERICAN IDOL host Ryan Seacrest. “While the show features the talents of unknown singers, we often don’t get the opportunity to showcase original songwriting. Coca-Cola Perfect Harmony allows aspiring songwriters and music fans to be a part of the show and work with an award-winning artist on an original song, which will be performed live in front of millions of people.”

As an incentive, fans who submit lyrics into the contest, as well as those who vote for the submissions, will be entered into a sweepstakes drawing to win various prizes. Prizes for the program include a Jason Derulo digital autograph, free Coke for a year, or a trip for two to the AMERICAN IDOL finale.

“Music has always been a part of our brand and with Coca-Cola Perfect Harmony we are taking it to a new level,” said Stuart Kronauge, SVP, Coca-Cola Brands. “When we saw the success and incredible fan participation in the program with Taio Cruz last year, we knew we

needed to bring it back for 2012. With so many No. 1 hits under his belt, Jason Derulo will be able to drive this collaboration, allowing fans to express themselves and become a part of something truly special."

Further details about Coca-Cola Perfect Harmony can be found at www.AmericanIdol.com/PerfectHarmony.

About Fremantle North America / CKX

AMERICAN IDOL is produced by 19 Entertainment Ltd., a division of CKX, Inc., and FremantleMedia North America Inc. The series is executive-produced by Simon Fuller, CEO, XIX Entertainment; Cecile Frot-Coutaz, CEO, FremantleMedia North America, Inc.; Ken Warwick, Executive Producer, FremantleMedia North America, Inc.; and Nigel Lythgoe, CEO, Nigel Lythgoe Productions.

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, our Company's portfolio features 15 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 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. Together with our bottling partners, we rank among the world's top 10 private employers with more than 700,000 system employees. For more information, please visit www.thecoca-colacompany.com or follow us on Twitter at www.twitter.com/CocaColaCo.

Coca-Cola
Kerry Tressler, 404-676-3676
Ketressler@coca-cola.com
or
Rogers & Cowan
Nicole Okoneski, 310-854-8189
nokoneski@rogersandcowan.com

Source: The Coca-Cola Company