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Sprite Films™ Sets the Stage for the Next Generation of Aspiring Filmmakers

Nationwide Program Selects Talented Film Students to Produce Original Short Films;

Actor and Singer Tyrese Gibson to Assume the Role of a Mentor to Kick Off Filming

ATLANTA--(BUSINESS WIRE)-- Look out Hollywood! The nation's most intensely creative and up-and-coming filmmakers are ready to make their debut as the *Sprite Films*™ program returns to spotlight bold and innovative talent. Eight promising filmmakers have been chosen by *Sprite*® to make a name for themselves in the film industry with the unique opportunity to participate in a film competition spanning multiple colleges and universities across the United States. *Sprite* is providing a nationwide platform to shine a light on the aspiring filmmakers, and is also introducing the filmmakers to seasoned actor Tyrese Gibson who will provide guidance and insight to ignite the film students' creativity and overall experience throughout the filmmaking process.

"*Sprite Films* is offering talented film students a once-in-a-lifetime opportunity to share on America's stage their perception of being true to yourself, which is this year's program theme," said Karen Oettl, Brand Manager at Sprite. "The six winning scripts showcase the innovative spirits and intensely creative skills that these filmmakers encompass, and fans across the nation will have the chance to watch first-hand and vote for their favorite come August 1."

The eight selected filmmakers will attend the gathering of the motion picture theatre industry at CinemaCon, April 25-26, 2012 in Las Vegas with Gibson. They will attend workshops sponsored by Universal Pictures and will have one-on-one face time with Gibson to discuss their film projects and future plans in the film industry. The filmmakers are a diverse group of students from colleges and universities across the United States:

- Elon University
  - Jay (Jerry) Light
- Florida State University (FSU)
  - Sean Tien
  - John Wikstrom
- Savannah College of Art and Design (SCAD)
  - Qayoe Jones
- University of California, Los Angeles (UCLA)
  - Steven Huffaker and Simon Savelyev
  - Sandy Stenzel and Josephine Green

The filmmakers' winning scripts will be produced into individual short films that will compete against one another in a contest that will run from August 1 through August 31 on Sprite.com. Consumers can view and vote for their favorite film every day during the voting

phase, and will be entered with each vote into the Universal Orlando Resort for a chance to win a trip to Universal Studios for four people – with hotel, airfare and park tickets included.

“The opportunity to showcase creativity and build upon filmmaking skills is so important to up-and-coming filmmakers today, and that’s why I support the *Sprite Films* program,” said actor, Tyrese Gibson. “*Sprite Films* is really giving these film students the chance to not only gain exposure on a national stage, but also to lend support as they work towards their dreams in the film industry.”

The History of *Sprite Films*

The *Sprite Films* program was formerly the *Coca-Cola® Refreshing Filmmaker’s*™ Award, which was presented annually by *Coca-Cola* beginning in 1998. The program will now continue through the *Sprite* brand and will engage youth nationwide with real-life challenging opportunities to leverage their talents, ignite fresh thinking and realize their potential for greatness behind the camera and beyond.

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.

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