July 11, 2012

Coca-Cola's Katie Bayne Elected to AFI Board of Trustees

LOS ANGELES--(BUSINESS WIRE)-- The American Film Institute (AFI) announced today that **Katie Bayne**, President and General Manager of Sparking Beverages for Coca-Cola North America, has been elected to the AFI Board of Trustees.

"AFI is honored to welcome Katie Bayne to the Board of Trustees," said Bob Gazzale, AFI President and CEO. "Katie understands and appreciates the power of the movies, and her leadership will help to ensure AFI's national mandate – to preserve the heritage of the motion picture, to honor the artists and their work and to educate the next generation of storytellers."

"Nothing is better than getting out and going to the movies with friends and family. For nearly 100 years, Coca-Cola has refreshed filmmaking and movie-going," said Katie Bayne. "Through this new relationship, Coca-Cola is joining AFI to ensure that 'movies matter' today and tomorrow."

Sir Howard Stringer, Chairman of the Board, Sony Corporation, is Chair of the 55-member AFI Board of Trustees, which is comprised of leadership that represents the moving image arts community in different and diverse ways and provides different backgrounds and areas of expertise in their Trustee role.

Robert A. Daly, former Warner Bros. Chairman and CEO, is Chair of the 17-member AFI Board of Directors, which acts as an executive committee, setting the Institute's priorities and overseeing its programs. AFI Board of Directors also sit on the AFI Board of Trustees.

About Katie Bayne

Bayne joined Coca-Cola in 1989 in brand management. In 1992, Bayne moved to Los Angeles where she was responsible for entertainment marketing and promotion. Between 1995 and 2006, Bayne held a number of key positions at Coca-Cola focused on consumer strategy, retail marketing and consumer marketing in the US and Australia. From 2007 to 2010, Bayne was Chief Marketing Officer, Coca-Cola North America. Bayne was promoted to her current position as President and General Manager, Sparking Beverages, Coca-Cola North America, in 2010.

Bayne holds a BA from Duke University and an MBA from the Fuqua School of Business at Duke University.

About the AFI Board of Trustees

The leadership of the American Film Institute includes men and women who have devoted their lives to the art of the moving image.

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About the American Film Institute

AFI is America's promise to preserve the history of the motion picture, to honor the artists and their work and to educate the next generation of storytellers. AFI provides leadership in film, television and digital media and is dedicated to initiatives that engage the past, the present and the future of the moving image arts.

AFI programs include the ***AFI Catalog of Feature Films*** and **Archive**, which preserve film heritage for future generations; the **AFI Life Achievement Award** – the highest honor for a career in film – now in its 40th year; **AFI Awards**, honoring the most outstanding motion pictures and television programs of the year; **AFI's 100 Years…100 Movies** television events and movie reference lists, which have introduced and reintroduced classic American movies to millions of film lovers; year-round and special event exhibition through **AFI Fest presented by Audi**, **AFI-Discovery Channel Silverdocs** and the **AFI Silver Theatre**; and educating the next generation of storytellers at the world renowned **AFI Conservatory**, named the #1 film school in the world by The Hollywood Reporter for the quality of its instructors and speakers, and its "glittering parade of alumni."

For more information about AFI, visit AFI.com or connect with AFI at twitter.com/AmericanFilm, facebook.com/AmericanFilmInstitute and youtube.com/AFI.

About Coca-Cola

The Coca-Cola Company 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, Georgia and Del Valle. Globally, Coca-Cola is 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 its beverages at a rate of 1.8 billion servings a day. With an enduring commitment to building sustainable communities, the Company is focused on initiatives that reduce our environmental footprint; support active, healthy living; create a safe, inclusive work environment for its associates and enhance the economic development of the communities where it operates. Together with its bottling partners, Coca-Cola ranks among the world's top 10 private employers with more than 700,000 system employees. For more information, please visit thecoca-colacompany.com or follow on Twitter at twitter.com/CocaColaCo.

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Source: The Coca-Cola Company