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Back-to-Back Champion: Sprite® Salutes LeBron James

Limited-Edition Sprite Cans, Featuring James' Likeness, Will Hit Florida Stores July 8

MIAMI--(BUSINESS WIRE)-- Sprite salutes LeBron James for his extraordinary effort during his championship run. To commemorate James' back-to-back championship wins, Sprite is releasing limited-edition 12-ounce collectible cans throughout Florida. The specially-marked cans will showcase a rendering of James along with the celebratory message, "Congrats to LeBron James, Back-To-Back Champion."

Since 2003, James has been a key part of Sprite's national and international marketing and advertising efforts. By supporting the LeBron James Family Foundation, Sprite has partnered with LeBron James to refurbish playgrounds, neighborhood parks and basketball courts across America. Throughout Florida, James and Sprite have teamed up to support the Boys & Girls Clubs in Miami and Orlando.

"For 10 years, Sprite has been one of LeBron James' most loyal and fierce supporters. We celebrate LeBron for this historic moment and his leadership in this thrilling championship series," said Doug Herrington, Vice President of Sales, Florida Market Unit for Coca-Cola Refreshments. "With this special celebratory packaging, Sprite is raising a congratulatory toast to LeBron and his loyal fans for this exciting basketball season."

Beginning July 8, fans can visit participating retailers throughout Florida to purchase their own Sprite commemorative LeBron James cans, while supplies last. The specially designed collectible cans will be available in all can packaging varieties, including 12 ounce six-packs, 12-packs, 20-packs and 32-packs.

Sprite is a proud partner of LeBron James. Annually, Sprite and LeBron James come together to offer a variety of programs and promotions designed to engage and excite fans. Efforts include television and digital advertising, point-of-sale materials, consumer promotions, text-to-win programs and meet-and-greet opportunities.

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 16 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 more than 1.8 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 associates. For more information, visit Coca-Cola Journey at www.coca-colacompany.com, follow us on Twitter at twitter.com/CocaColaCo or check out our blog, Coca-Cola Unbottled, at www.coca-colablog.com.

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