October 27, 2014

CORRECTING and REPLACING Sprite® Celebrates LeBron James' Homecoming with New Video Showcasing His "First Home Game"

In "The First Home Game," James returns to Akron to pay homage to the city and people that raised him

ATLANTA--(BUSINESS WIRE)-- First paragraph, second sentence of release should read: Directed by Jacob Rosenberg of the Bandito Brothers...(instead of Directed by Jason Rosenberg of the Bandito Brothers...).

Newly refurbished basketball courts at Akron's Patterson Park now feature original designs by legendary street artist, Futura. (Photo: Business Wire)

The corrected release reads:

Today, *Sprite* is launching a new inspirational video that captures LeBron's return to his hometown of Akron from a whole new perspective. Directed by Jacob Rosenberg of the Bandito Brothers, the video "The First Home Game," features James' on-the-court highlight footage as local fans share their anticipation for his first home court appearance of the season. "I Bet My Life," the new single from Grammy Award-winning rock band Imagine Dragons, serves as the background track.

"We've been with LeBron since the beginning and we're looking forward to the next chapter in his illustrious career," said Kimberly Paige, Associate Vice President, *Sprite* Brands, Coca-Cola North America. "LeBron's decision to come home embodies the *Sprite* brand's *Obey Your Thirst*® mantra, and we're proud to help tell the story of his return to Northeast Ohio."

The video was filmed on Sept. 25 during an event at Akron's Patterson Park to unveil two outdoor basketball courts refurbished by *Sprite*. The refurbished courts, which provide Akron community members a newly refreshed place to play, feature original designs by legendary street artist Futura. *Sprite* worked with New York creative agency Translation to create the video.

Beginning today, the 90-second video will be shared across *Sprite* and LeBron James social media channels, as well as supported through paid digital media. On Thursday, Oct. 30, *Sprite's* new 30-second advertisement will make its television debut during TNT's broadcast of LeBron's first game of the season. The 90-second video is now available on the *Sprite* brand's YouTube channel. Fans can follow the social conversation and join *Sprite* in highlighting LeBron's homecoming using the hashtags #firsthomegame and #obeyyourthirst.

In celebration of his homecoming, *Sprite* created a commemorative 12-ounce can featuring James' likeness. Available in 6-packs, the limited-edition cans are now at participating convenience and retail stores throughout Ohio while supplies last.

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®, one of the world's most valuable and recognizable brands, our Company's portfolio features 17 billion-dollar brands including Diet Coke®, Fanta®, Sprite®, Coca-Cola Zero™, **vitamin**water®, 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 1.9 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, visit our blog, Coca-Cola Unbottled, at www.coca-colablog.com or find us on LinkedIn at www.linkedin.com/company/the-coca-cola-company.

The Coca-Cola Company
Yunice Emir, 404-676-8022
yemir@coca-cola.com

Source: The Coca-Cola Company