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New Coca-Cola Ads Debuting During Broadcast of Super Bowl XLIV Are Part of Something Bigger

Coca-Cola Joins Forces with Facebook to Offer Multiple Ways to Open Happiness

ATLANTA--(BUSINESS WIRE)-- What if you could watch a sneak peek of the new Coca-Cola commercials that will debut during the Super Bowl telecast, give a virtual gift to a friend and help make a positive difference in the lives of others - all at the same time? Coca-Cola is inviting people to do just that and Open Happiness together.

Beginning today, visitors to the Coca-Cola fan page on Facebook(R) at www.facebook.com/livepositively can share a special Facebook "virtual gift" with friends and family. Each virtual Coca-Cola gift and commercial sneak peek triggers three uplifting outcomes:

- Coca-Cola makes a one-dollar donation to Boys & Girls Clubs of America.
- Gift recipients receive a special Coca-Cola bottle image, which is displayed on their Facebook page and newsfeed, reminding them and others they can also share virtual gifts.
- Gift-givers receive a 20-second sneak preview of one of two new Coca-Cola ads that will debut during the Super Bowl broadcast on February 7, 2010.
- Once game day arrives, gifters will receive both ads in their entirety - before their television debut later that evening.

"By using our Super Bowl ads to invite people to join us in supporting Boys & Girls Clubs, we're going beyond simply airing great commercials on a terrific live television event," said Katie Bayne, Chief Marketing Officer, Coca-Cola North America. "We're reminding people that whenever they enjoy a Coca-Cola, they play a role in helping us make a difference in the lives of others. By opening a Coke they create a happiness multiplier."

The two new commercials are part of the global Coca-Cola Open Happiness campaign, which reminds people to share a Coke and enjoy life's little pleasures. One ad chronicles a young man's unique quest for the ultimate refreshment, while the other features familiar animated characters learning to appreciate the simple moments they experience with friends and family.

In addition, two animated billboards will air during the Super Bowl broadcast and alert viewers to visit LivePositively.com where they can learn how to help Coca-Cola benefit Boys & Girls Clubs and how they can support the ongoing efforts of the Red Cross in aiding earthquake victims in Haiti.

"The Super Bowl broadcast brings families and friends together to celebrate and create memories," continued Bayne. "It's a perfect time to open a Coke and Open Happiness, and giving folks a chance to help others through our ads makes the experience even better."

The new commercials are just one part of Coca-Cola's long-term commitment to supporting local communities. Already In 2010, new print and digital advertising has asked people to join Coca-Cola in contributing to worthy causes in three ways - by volunteering their time, donating dollars through LivePostively.com or donating points to worthwhile organizations through My Coke Rewards. Television advertising focusing on education, active living and sustainability has aired on high-profile programming such as American Idol. And the Coca-Cola Live Positively website now offers expanded functionality that allows more than 14 million MyCokeRewards members, four million Coke fans on Facebook and 1.5 million fans on MySpace to join Coca-Cola in supporting causes that improve countless lives.

Visitors to MyCokeRewards.com and LivePostively.com also will be directed to visit the Coca-Cola fan page on Facebook to share a virtual gift and receive a sneak peek of the new Coca-Cola ad. After the big game has concluded, people who give a Coca-Cola virtual gift will receive both new Coca-Cola commercials in their entirety. The spots also will be available on popular file-sharing sites such as YouTube and Hulu.

This is the fourth consecutive year that Coca-Cola commercials will appear in the Super Bowl telecast. The new "Open Happiness" ads were created by Wieden + Kennedy in Portland, Ore.

About The Coca-Cola Company

The Coca-Cola Company is the world's largest beverage company, refreshing consumers with nearly 500 sparkling and still brands. Along with Coca-Cola, recognized as the world's most valuable brand, the Company's portfolio includes 12 other billion dollar brands, including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, POWERADE, Minute Maid and Georgia Coffee. Globally, we are the No. 1 provider of sparkling beverages, juices and juice drinks and ready-to-drink teas and coffees. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate of nearly 1.6 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that protect the environment, conserve resources and enhance the economic development of the communities where we operate. For more information about our Company, please visit our Web site at www.thecoca-colacompany.com.

Source: The Coca-Cola Company