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# Coca-Cola Invites Fans to "Open Happiness" for a Great Cause

Launch of "Coke Cheers" website supporting Boys & Girls Clubs of America leads up to debut of new ads during Super Bowl XLV Broadcast

ATLANTA--(BUSINESS WIRE)-- A toast is in order. As fans gather to celebrate the biggest football game of the season, Coca-Cola is asking everyone to raise a Coke and give a virtual "Coke Cheers" for the team they're supporting in the big game. For each "Coke Cheers" submitted, Coca-Cola will donate \$1 to Boys & Girls Clubs of America's (BGCA) Triple Play program. Fans who participate in "Coke Cheers" also will be treated to another uplifting outcome - a sneak peek at one of the ads that will air during the FOX Super Bowl XLV broadcast on Sunday, February 6.

"Every time someone opens a Coke, they play a role helping the people and communities that benefit from the support we provide to countless worthwhile organizations," said Bea Perez, chief marketing officer, Coca-Cola North America. "For the second year in row, we are using the tremendous appeal of the Super Bowl to invite fans to join us in making a positive difference in their communities. Sharing a sneak peek at one of our ads is our way of saying thank you for sharing happiness."

At [www.cokecheers.com](http://www.cokecheers.com), fans can upload a photo of themselves with a can or bottle of Coke, Diet Coke, Coke Zero or Sprite giving a "Coke Cheers" in celebration of the big game and their favorite team. Every "Coke Cheers" submitted will trigger a \$1 donation - up to \$250,000 - to support BGCA and the Triple Play program. Triple Play is BGCA's proven health and wellness program to help kids eat healthier, become more physically active and increase their ability to engage in healthy relationships. Triple Play was founded in 2005 with support from Coca-Cola, and to date, the program has helped more than one million kids.

And while Green Bay and Pittsburgh prepare to achieve their ultimate dream of winning on the field, their fans also will be trying to bring even more happiness to their teams' local communities. When Green Bay or Pittsburgh fans generate at least 10,000 "Coke Cheers" in support of their team, they each will earn an additional \$25,000 to support local Boys & Girls Clubs and Triple Play in the teams' home markets. It's just another way for fans to connect over a Coca-Cola and support their local communities.

For the fifth consecutive year, new commercials for Coca-Cola will appear in the Super Bowl telecast from the brand's new global "Open Happiness" campaign, which reminds people to share a Coke and enjoy life's simple pleasures.

- A 60-second ad entitled "Border" opens with two guards from neighboring nations protectively pacing along their respective sides of the border - one enjoying a bottle of Coca-Cola and the other eyeing him with envy. As the spot plays out, we see how an ice-cold Coke on a blazing hot day can bring two entirely different people together to connect for a moment of refreshment.
- In "Siege," an animated 60-second spot, an army of ogres and their fierce, fire-breathing dragon march menacingly toward a castle. The

castle inhabitants devise a clever scheme using ice-cold Coca-Cola to ward off the advancing creatures and protect their homeland. In "Siege," we're reminded of Coke's power to bring happiness and optimism to even the darkest situation. "Siege" tells the story of good winning out over evil in Coca-Cola's voice, but in a new way.

"We are honored to be the best-loved brand in the world - a brand that has always been about connecting people, a billion and half times a day, over a moment of refreshment," said Katie Bayne, president and general manager, Sparkling Beverages, Coca-Cola North America. "In two uniquely Coca-Cola films, we show how opening a Coke can trigger both the small moments of happiness and human connection as well as the big triumphant moments of celebration."

The new "Open Happiness" ads were created by Wieden + Kennedy in Portland, Ore. The music for both spots features original scores and arrangements by Robert Miller. Miller previously composed classic pieces for award-winning Coca-Cola ads "Heist," "It's Mine" and "Sleepwalker." Animation for "Siege" was created by Framestore led by a directing team from Nexus Production in London. Framestore is an Academy Award winning visual effects company known for its work on the Harry Potter movies, Avatar, The Dark Knight and hundreds of other films and television shows.

The new creative is just part of an integrated marketing program that connects with fans through multiple mediums. This year, Coca-Cola is among the first to participate in Facebook's new "Sponsored Stories" forum where banners supporting "Coke Cheers" will help drive word of mouth advocacy and participation. A five-second "Coke Cheers" animated billboard will air on select prime-time television and during the Super Bowl broadcast to alert viewers to voice their support for their favorite team and Boys & Girls Clubs. After the big game has concluded, people who participate in "Coke Cheers" 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.

### About Triple Play

Triple Play: A Game Plan for the Mind, Body and Soul was launched in 2005 by Boys & Girls Clubs of America (BGCA) in collaboration with the Department of Health and Human Services with support from The Coca-Cola Company to get kids to eat healthier, become more physically active and increase their ability to engage in healthy relationships. A two-year study of more than 2,000 children ages 9-14 showed that Triple Play succeeded in getting them to exercise more, eat healthier foods and feel better about themselves. The study found that Triple Play kids increased to 90 percent of the federally recommended amount of daily exercise, which is 60 minutes a day for children, while their peers outside the program decreased to 78 percent. To date, Triple Play has helped more than one million kids learn the importance of physical activity and proper nutrition. In 2011, the WellPoint Foundation joined BGCA and Coca-Cola as a Triple Play sponsor. Learn more about the program at [www.bgca.org/tripleplay](http://www.bgca.org/tripleplay).

The Coca-Cola Company (NYSE: KO) 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 14 other billion dollar brands, including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply 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](http://www.thecoca-colacompany.com).

Source: The Coca-Cola Company