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Burning Rubber and a Few Calories: NASCAR(R) Drivers Will Set the Pace for Fans at Coca-Cola Family Track Walks

Popular Pre-Race Events Back on Track For 2011 at Fontana, Talladega, Charlotte, Michigan and Texas

Fun, Family-Friendly Activities Include Taking a Lap on Foot with the Sport's Top Drivers

ATLANTA--(BUSINESS WIRE)-- Imagine being on the track, lined up alongside some of the top drivers in NASCAR. As the green flag waves, you accelerate down the frontstretch before heading into Turn 1. Seems far-fetched, right? Maybe not, if you're traveling at four miles per hour. That's right, four mph.

Beginning this week, some of the biggest stars in NASCAR will turn laps at a much slower pace than usual, as they hit the racetrack on foot alongside fans for the first of five Coca-Cola Family Track Walks. Throughout the 2011 season, Coca-Cola will give thousands of fans the opportunity to experience a NASCAR race weekend from an amazing vantage point - on the track itself - at five different stops on the NASCAR Sprint Cup Series(TM) schedule. Jeff Burton, Clint Bowyer, Michael Waltrip and Kurt Busch will be among drivers taking part in the second annual Coca-Cola Family Track Walks - a season-long series of events designed to encourage active family fun. Each Track Walk will provide opportunities for fans to get moving by offering direct access to the very racing surfaces of some of the most popular tracks on the circuit, including:

- Auto Club Speedway in Fontana, Calif. in March
- Talladega Superspeedway in Talladega, Ala. in April
- Charlotte Motor Speedway in Concord, N.C. in May
- Michigan International Speedway in Brooklyn, Mich. in August; and
- Texas Motor Speedway in Fort Worth, Texas in November

"Getting out and getting active is important for everybody's good health, and the Coca-Cola Family Track Walks are a great way for race fans to burn some energy on race weekend," said Kurt Busch, driver of the No. 22 Pennzoil Dodge. "Track Walk participation last year was excellent, and I'm excited to get out and walk with tens of thousands of fans in the season ahead."

Following each Coca-Cola Family Track Walk, fans can enjoy entertainment for the whole family, including games, music, racing simulators, motivating lifestyle tips and Q&A sessions with drivers. All events are free to ticket and credential holders for the corresponding race weekend.

"Coca-Cola Family Track Walks are an uplifting, refreshing way for NASCAR fans to get up close and personal with their favorite sport while enjoying some active family fun at the same time," said Stuart Kronauge, Vice President, Coca-Cola Trademark Brands, Coca-Cola North

America. "Coca-Cola is giving fans exclusive access to walk on a real racetrack and be part of the unique perspective their favorite drivers experience every week."

Away from the track, fans can visit www.MyCokeRewards.com throughout the year for more information on upcoming events and tips, sweepstakes and exclusive content featuring their favorite Coca-Cola Racing Family drivers.

Coca-Cola has been involved with stock car racing for more than 50 years and has been the official sparkling beverage of NASCAR since 1998. Through its partnerships with International Speedway Corporation, Speedway Motorsports, Inc. and Indianapolis Motor Speedway, Coca-Cola refreshes racing fans at the majority of NASCAR-sanctioned tracks. A signature part of the brand's NASCAR association is the Coca-Cola Racing Family - a group of top drivers that includes Greg Biffle, Clint Bowyer, Kurt Busch, Jeff Burton, Denny Hamlin, Bobby Labonte, Joey Logano, Jamie McMurray, Ryan Newman, Tony Stewart and alumni drivers Dale Jarrett, Ned Jarrett, Kyle Petty and Michael Waltrip. Coca-Cola Racing Family members make appearances and are featured in advertising, promotions and packaging.

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. The Company's portfolio includes 14 billion dollar brands, including Coca-Cola, recognized as the world's most valuable brand, as well as Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply and Georgia. 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 1.7 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 website at www.thecoca-colacompany.com.

Source: The Coca-Cola Company