

March 15, 2012



# Coca-Cola Helps Fans Score During NCAA® March Madness® with Sweepstakes and a Great Place to Watch the Games

*Coca-Cola "Snap, Score, Share" Sweepstakes at T.G.I. Friday's Offers Guests Chance to Win a Trip to the 2013 NCAA® Men's Final Four® in Atlanta*

ATLANTA--(BUSINESS WIRE)-- For fans looking to get in on the excitement of NCAA hoops in March and score some great prizes -- Coca-Cola, The Official Fan Refreshment of the NCAA, has a winning suggestion -- T.G.I. Friday's®. Coca-Cola is offering Friday's guests a courtside-worthy experience with the Coca-Cola "Snap, Score, Share" sweepstakes at T.G.I. Friday's that gives guests the chance-to-win a trip for two to the 2013 NCAA® Men's Final Four® in Atlanta.

Participating in the sweepstakes is as easy as a snap of a camera. Beginning March 6, 2012 and ending April 2, 2012, Friday's guests simply 'snap' a picture of the special SnapTag on the customized coasters they receive when they order their favorite Coca-Cola beverage at Friday's. Then, fans can either email or text the picture to the short-code to instantly find out what prize they have won. Everyone who participates in the sweepstakes will score one of the great instant win prizes, including team themed ringtones and wallpapers or \$50 [shopncaa.com](http://shopncaa.com) digital gift codes. In addition, fans are also entered into a sweepstakes to win gift cards to T.G.I. Friday's, a 47" LED TV or the grand prize trip for two to the 2013 NCAA Men's Final Four.

"We know that fans love to share their passion for their favorite teams during March Madness," said Sharon Byers, senior vice president, sports and entertainment, Coca-Cola North America. "The Coca-Cola Snap, Score, Share at T.G.I. Friday's sweepstakes gives them even more reason to cheer when they celebrate March Madness at Friday's. With every snap, fans will score a chance to come away a big winner."

Fans won't want to miss a single minute of the tournament starting March 11, 2012 through April 2, 2012. The go-to destination for watching NCAA basketball will be Friday's with games featured on big screen TVs, great food and plenty of refreshing Coca-Cola. Friday's is also hosting select Fandemonium parties with a game-like atmosphere, including Pop-A-Shot games, halftime entertainment, basketball trivia and chances to score even more great prizes.

## About The Coca-Cola Company

[The Coca-Cola Company](http://TheCoca-ColaCompany) (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 15 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 1.7 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 employees. For more information, please visit [www.thecoca-colacompany.com](http://www.thecoca-colacompany.com) or follow us on Twitter at [twitter.com/CocaColaCo](https://twitter.com/CocaColaCo).

### **About the NCAA**

The NCAA is a membership-led nonprofit association of colleges and universities committed to supporting academic and athletic opportunities for more than 400,000 student-athletes at more than 1,000 member colleges and universities. Each year, more than 54,000 student-athletes compete in NCAA championships in Divisions I, II and III sports. Visit [www.ncaa.org](http://www.ncaa.org) and [www.ncaa.com](http://www.ncaa.com) for more details about the Association, its goals and members and corporate partnerships that help support programs for student-athletes. The NCAA is proud to have the following elite companies as official Corporate Champions—AT&T, Capital One and Coca-Cola—and the following elite companies as official Corporate Partners—Buick, Enterprise, Infiniti, LG, Lowe's, Northwestern Mutual, Reese's (Hershey's), Unilever, UPS and Wheat Thins (Kraft).

NCAA and Final Four are trademarks of the National Collegiate Athletic Association.

### **About T.G.I. Friday's**

T.G.I. Friday's offers a unique, casual experience delivering on its brand promise of "In Here it's ALWAYS Friday" melding authentic and imaginative American food, exciting and innovative drinks and a one of a kind service experience to provide liberation from the everyday -- turning any day into a FRIDAY! It is also famous for its knowledgeable and charismatic bartenders, nearly 8,000 of whom compete annually for the title of the "Greatest T.G.I. Friday's Bartender in the World." As the original casual dining restaurant, Friday's delights guests in more than 900 restaurants across more than 60 countries around the globe. For more information, visit [www.fridays.com](http://www.fridays.com).

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