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# Coke Zero Rewards Football Fans Who Live Gameday Every Day

Coke Zero Teams with NABISCO™ and EA SPORTS™ to Offer Exciting Prizes for Football Fans Everywhere

ATLANTA--(BUSINESS WIRE)-- Monday morning quarterbacks, Tuesday night message board trolls and the Wednesday waiver-wire watchers of fantasy football know that game day excitement can't be limited to Saturdays and Sundays. During the 2012 football season, Coke Zero is recognizing those fans who enjoy gameday every day with chances to win free tickets, autographed memorabilia, VIP experiences and more through a program that taps into the passion of football fans across the country.

All season long, Coke Zero is seeking out fans who share their enthusiasm for the game on Facebook and Twitter and randomly rewarding their acts of fandom. Autographed helmets, team uniforms and 2013 single-game and season tickets are just a few of the hundreds of items fans can receive for simply being fans. Also, beginning Labor Day, Coke Zero will give away one copy of the smash-hit EA SPORTS college football game on Twitter every 13 minutes of every Monday for the first 13 weeks of the season. Fans must follow @CokeZero on Twitter for a chance to win.

"We're excited to partner with Coke Zero to celebrate the launch of college football and reward our passionate fans by making every day gameday with our latest college football game," said Christopher Erb, Vice President, EA SPORTS Brand Marketing.

But the prize opportunities don't stop at social media. Visitors to [MyCokeRewards.com](http://MyCokeRewards.com) will have the opportunity to redeem points for exclusive football-related prizes. By entering MyCokeRewards points or redeeming codes found on Coke Zero 20-ounce, two-liter and Fridge Pack products, fans can enter to win dozens of team-specific sweepstakes on the site, including tickets to two of the most exciting matchups of the college football season, or even a \$1,000 Home Depot gift card or state-of-the-art room makeovers courtesy of NABISCO to bolster the at-home experience on gameday. As a bonus, fans will earn double points by purchasing any Nabisco Crackers or Planters Peanuts with a Coke Zero.

"While the games played each week are the highlight of the fan experience, the passion among football fans runs non-stop all season long," said Stuart Kronauge, Vice President, Coca-Cola Trademark Brands, Coca-Cola North America. "Coke Zero wants our fans to enjoy everything and we are celebrating and rewarding fans everywhere whose passion for the sport never wanes. They treat fandom as a 24/7 commitment and the way they enjoy football is central to what makes the sport so great."

Fans at some of the most storied football schools in the country will have the chance to attend an impromptu meet-up on campus that will be announced through Coke Zero's Facebook and Twitter accounts just hours prior to a select conference home game. A limited number of football-related prizes will be awarded to fans who attend on a first-come, first-serve basis.

“Whether at the stadium or on social media, Coke Zero will be everywhere football fans are this season” said Kronauge.

### **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, 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 1.8 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).

The Coca-Cola Company  
Susan Stribling, 404-676-4120  
[sstribling@coca-cola.com](mailto:sstribling@coca-cola.com)

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