

March 17, 2015



# Sprite® Brings Back Popular Flavor Created with LeBron James

*The first flavor developed by Sprite in collaboration with a cultural influencer returns as Sprite LeBron's Mix*

ATLANTA--(BUSINESS WIRE)-- NBA superstar and cultural icon LeBron James has proven himself one of the most transcendent figures in sports and entertainment by constantly transforming on and off the court. Introduced in 2014, *Sprite 6 Mix by LeBron James*, the superstar's limited-edition *Sprite* flavor also has evolved to feature a new look and name: *Sprite LeBron's Mix*.

Sprite LeBron's Mix now available in 16 oz. can featuring bold red color base with LeBron James' initials in the background. (Photo: Business Wire)

*Sprite* is a well-established innovator within basketball culture and the lifestyle surrounding it. And, the brand continues to hold this position through its longstanding partnership with James and the return of his fan-favorite flavor. *Sprite LeBron's Mix*, formulated in collaboration with James, combines the refreshing taste of traditional *Sprite* with a splash of natural cherry and orange flavors. Eye-catching packaging features a bold red color base with James' initials in the background. Crown iconography and dashes of gold symbolize the superstar's most popular nickname — "King James."

"Since *Sprite* began its relationship with LeBron in 2003, we have worked together with the goal of creating fan experiences no other brand can offer," said Kimberly Paige, Vice President, Sprite Brands and Flavors, Coca-Cola North America. "*Sprite LeBron's Mix* is a true reflection of our mutual desire to constantly innovate and connect with fans in authentic and original ways."

*Sprite LeBron's Mix* is now available in 20-ounce and 2-liter bottles, as well as 16-ounce cans, in convenience retail, value and mass retail locations nationwide.

"This collaboration with *Sprite* was all about showing gratitude to my fans by sharing one of my personal favorites — *Sprite* with cherry and orange," said James. "I'm excited to continue my partnership with *Sprite* and bring it back this year, because sometimes things are even better the second time around."

To learn more visit [www.sprite.com/sprite-lebrons-mix/](http://www.sprite.com/sprite-lebrons-mix/) and follow the social conversation on the *Sprite* brand's social channels ([Facebook](#) and [Twitter](#)) using the hashtag #LEBRONSMIX.

## **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®, one of the world's most valuable and recognizable brands, our Company's portfolio features 20 billion-dollar brands including [Diet Coke](#)®, [Fanta](#)®, [Sprite](#)®, [Coca-Cola Zero](#)™,

**vitaminwater**<sup>®</sup>, **Powerade**<sup>®</sup>, **Minute Maid**<sup>®</sup>, Simply™, Georgia<sup>®</sup> Dasani, FUZE TEA and **Del Valle**<sup>®</sup>. 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 1.9 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 associates. For more information, visit Coca-Cola Journey at [www.coca-colacompany.com](http://www.coca-colacompany.com), follow us on Twitter at [twitter.com/CocaColaCo](https://twitter.com/CocaColaCo), visit our blog, [Coca-Cola Unbottled](#), at [www.coca-colablog.com](http://www.coca-colablog.com) or find us on LinkedIn at [www.linkedin.com/company/the-coca-cola-company](http://www.linkedin.com/company/the-coca-cola-company).

The Coca-Cola Company  
**Yunice Emir**, 404-676-8022  
[yemir@coca-cola.com](mailto:yemir@coca-cola.com)

Source: The Coca-Cola Company