

August 31, 2017



Coca-Cola Extends Its Sponsorship with NHRA as Sponsor of Premier Series under Mello Yello® Brand

INDIANAPOLIS, Ind.--(BUSINESS WIRE)-- Mello Yello, The Coca-Cola Company's popular citrus-flavored soft drink brand, will extend its relationship with the world's largest motorsports sanctioning body by continuing its longstanding association as sponsor of the National Hot Rod Association's (NHRA) premier series.

Racquel Mason, vice president, Sprite & Flavors brands for Coca-Cola North America, and NHRA President Peter Clifford will join NHRA Top Fuel driver Antron Brown to celebrate the announcement on Friday evening at Lucas Oil Raceway in Indianapolis during the Chevrolet U.S. Nationals prior to the first round of qualifying for Nitro Funny Car and Top Fuel dragster. The group will unveil a new and exclusive car design for Antron's Matco Tools Toyota dragster, prominently featuring the Mello Yello brand.

"Our agreement with the NHRA gives us significant exposure to refresh fans with the smooth citrus taste of Mello Yello," said Al Rondon, senior sports marketing manager, Coca-Cola North America. "This is another chapter in the brand's deep history in motorsports and we couldn't be more thrilled to continue being part of the NHRA family."

Throughout this sponsorship, which began in 2002, the NHRA has helped Coca-Cola deliver growth for multiple brands in the organization's portfolio. These beverage brands play a significant role at NHRA events, offering fans and drivers alike refreshment and fun.

"The Coca-Cola Company is an important part of the continued success of NHRA drag racing," said Clifford. "Over the past 16 years working with The Coca-Cola Company, we've witnessed firsthand the organization's dedication to its mission to offer refreshment and inspire happiness. Our fans, drivers, teams and partners love the ingenuity that this relationship continues to drive."

In its time as the banner brand for NHRA's premier series, Mello Yello has gained significant market share and shows no signs of slowing down. The NHRA announced preliminary plans to implement services and interactive experiences specifically tailored to first time attendees at all 2018 NHRA Mello Yello Drag Racing Series events. As the NHRA continues to provide activations and national visibility for the Mello Yello brand, fan retention will play an important role in its continued growth.

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 and more than 3,800 beverage choices. Led by Coca-Cola, one of the world's most valuable and recognizable brands, our company's portfolio features 20 billion-dollar brands, 18 of which are available in reduced-, low- or no-calorie options. Our billion-dollar brands include Diet Coke®, Coca-Cola® Zero,

Fanta®, Sprite®, DASANI®, vitaminwater®, POWERADE®, Minute Maid®, Simply®, Del Valle®, Georgia® and Gold Peak®. Through the world's largest beverage distribution system, we are the No. 1 provider of both sparkling and still beverages. More than 1.9 billion servings of our beverages are enjoyed by consumers in more than 200 countries each day. With an enduring commitment to building sustainable communities, our company is focused on initiatives that reduce our environmental footprint, 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, follow us on Twitter at twitter.com/CocaColaCo, visit our blog, Coca-Cola Unbottled, at www.coca-colablog.com or find us on LinkedIn at www.linkedin.com/company/the-coca-cola-company.

About NHRA

Headquartered in Glendora, Calif., NHRA is the primary sanctioning body for the sport of drag racing in the United States. NHRA presents 24 national events featuring the NHRA Mello Yello Drag Racing Series, NHRA Lucas Oil Drag Racing Series and NHRA J&A Service Pro Mod Drag Racing Series. NHRA provides competition opportunities for drivers of all levels in the NHRA Summit Racing Series and the NHRA Drags: Street Legal Style presented by AAA. NHRA also offers NHRA Jr. Street program for teens and the Summit Racing Jr. Drag Racing League for youth ages 5 to 17. In addition, NHRA operates four of its own racing facilities: Atlanta Dragway in Georgia; Gainesville Raceway in Florida; Lucas Oil Raceway at Indianapolis; and Auto Club Raceway at Pomona in Southern California. For more information, log on to NHRA.com, or visit the official NHRA pages on Facebook, YouTube, Instagram and Twitter.

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Source: The Coca-Cola Company