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Coca-Cola Zero(TM) Announces Global Film Partnership with James Cameron's Avatar

Immersive Website, Augmented Reality Packaging, Premium 3D Glasses to Deepen Fans' Avatar Experience

ATLANTA--(BUSINESS WIRE)-- The Coca-Cola Company today announced its Coca-Cola Zero brand has partnered with Twentieth Century Fox on a major global promotional campaign for James Cameron's epic-adventure film AVATAR.

Set to be activated in over 30 countries, the partnership centers on bringing consumers unique access to exclusive and authentic content from the world of AVATAR in a variety of exciting ways.

Chip York, Worldwide Entertainment Marketing Director, The Coca-Cola Company, said: "AVATAR shares the same aspirational, edgy and unconventional brand values as Coca-Cola Zero. Working so closely with the studio and filmmakers has allowed us to create authentic and exclusive content that provides fans' unique access into the world, deepening their AVATAR experience."

Digital - www.AVTR.com

In an effort to provide consumers with the most compelling information about the movie, the digital team at Coca-Cola Zero collaborated directly with studio and filmmakers to create www.AVTR.com, a must-visit destination for AVATAR fans. The site will feature regular "live" journalist reports from the moon of Pandora, providing fans exclusive views and insights into this spectacular world.

Stafford Green, Group Director, Interactive for The Coca-Cola Company said: "Accessing AVTR.com is one of the best ways to prepare to go and see AVATAR. Through our partnership with the studio and filmmakers, Coke Zero makes it possible to delve deep into this exciting film before you get to the movie theater."

Visitors to AVTR.com will be able to access exclusive AVATAR imagery, wallpapers, games and applications as well as regularly updated, real-time AVATAR news.

AVATAR Producer Jon Landau explains: "AVATAR will provide a unique immersive experience for moviegoers, and this promotion with Coca-Cola Zero will bring fans even deeper into the amazing world of Pandora and James Cameron's vision."

TV Commercial

In a second exclusive coup, the Coca-Cola Zero team has collaborated with Twentieth Century Fox to create a TV commercial and cinema spot, featuring footage and promoting the brand's partnership with AVATAR.

The spot shows a young man unwinding at the end of the day in front of his computer. He takes a drink of Coke Zero from a special AVATAR branded pack. The motion of the pack stimulates the webcam into action. Focusing in on the AVTR mark, the webcam unlocks an incredible, immersive movie experience. In a flash, he is transported to the world of Pandora, which comes alive in footage from the movie. The experience intensifies as an arrow, shot from the hands of the movie's main character, flies out from the computer, past the ear of the guy and into the wall behind him. As he walks over to investigate, another arrow flies through, narrowly missing him. Pinned against the wall, his experience is suddenly interrupted as his flatmate enters the apartment. The scene closes "It's Possible. Coca-Cola Zero. Real Coca-Cola Taste. Zero Sugar."

The commercial launched globally in cinema in the US on October 31st and on TV on November 14th.

Augmented Reality (AR) Experience

Special AR enabled Coke Zero packaging featuring the AVTR mark will provide consumers with an immersive AVATAR related experience. Through the use of AR technology - a web based application that enables the user to interact with 3D motion graphics - Coke Zero consumers will be able to maneuver a Samson helicopter, a vehicle featured in the movie.

Users can unlock the AR experience in a number of ways including holding a promotional pack in front of a webcam, accessing the experience at AVTR.com or taking a picture of the AVTR mark or Coca-Cola Zero logo from some camera phones.

Once unlocked, consumers can use a computer keyboard to trigger different actions including; shooting a missile, maneuvering the rotors of the helicopter and shooting its guns. AVTR.com will include a call-to-action telling the visitor to use one of the activating symbols against their webcam to initiate the experience.

Collector's Edition 3D Glasses

Proving that "It's Possible" to watch a 3D movie and still look fashionable, Coca-Cola Zero in collaboration with Twentieth Century Fox has created exclusive Real D 3D glasses as you've never seen them before. The premium eyewear is constructed from a translucent blue plastic that creates a stunning effect when held against the light. The case, made from recycled PET plastic, features imagery from the world of Pandora. The limited edition glasses and cases are set to be an AVATAR and Coke Zero collector's item.

Connecting directly with consumers when they go to the movies, Coca-Cola Zero will also activate cinema channel concession programs and promotions that include branded cups and popcorn bags that feature the AVTR mark and that can be used to activate the AR experience. The Coca-Cola Company's products are enjoyed in more than 80% of movie theaters globally, making this an important part of the partnership program.

AVATAR will be released worldwide, in theaters only, 18 December 2009.

About The Coca-Cola Company

The Coca-Cola Company is the world's largest beverage company, refreshing consumers with nearly 500 sparkling and still brands. Along with Coca-Cola, recognized as the world's most valuable brand, the Company's portfolio includes 12 other billion dollar brands,

including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid and Georgia Coffee. 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 nearly 1.6 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.

AVATAR

AVATAR takes us to a spectacular world beyond imagination, where a reluctant hero embarks on an epic adventure, ultimately fighting to save the alien world he has learned to call home. James Cameron, the Oscar(R)-winning director of "Titanic," first conceived the film 15 years ago, when the means to realize his vision did not exist yet. Now, after four years of production, AVATAR, a live action film with a new generation of special effects, delivers a fully immersive cinematic experience of a new kind, where the revolutionary technology invented to make the film disappears into the emotion of the characters and the sweep of the story. For more information about the film, please visit the website at www.avatarmovie.com.

About Fox Filmed Entertainment

One of the world's largest producers and distributors of motion pictures, Fox Filmed Entertainment produces, acquires and distributes motion pictures throughout the world. These motion pictures are produced or acquired by the following units of FFE: Twentieth Century Fox, Fox 2000 Pictures, Fox Searchlight Pictures, and Twentieth Century Fox Animation. For more information about Fox Film Entertainment, please visit the website at www.foxmovies.com.

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Source: The Coca-Cola Company