

May 20, 2010



Eight Lucky Teens Win Spots in the Coca-Cola(R) International Soccer Camp

Winning Groups from Riverside, CA, and Minneapolis, MN, Will Travel to Pretoria, South Africa to Participate in Coca-Cola International Soccer Camp during the FIFA World Cup(TM) Tournament

ATLANTA--(BUSINESS WIRE)-- They shoot, they score! Eight teenage soccer players have won the opportunity to train at the Coca-Cola International Soccer Camp in Pretoria, South Africa. The teens and their coaches from Matrix Soccer Club in Riverside, CA, and LeftFoot Coaching Academy in Minneapolis, MN, along with hundreds of other teens from around the world, have been selected to participate in professional soccer training. The Soccer Camp will take place at TUKS Village at the University of Pretoria from June 15 to 20. The winners will also experience South Africa's exciting wildlife through a visit to one of Johannesburg's premier nature reserves, and attend a live FIFA World Cup match.

The two groups of four teens, ages 13-16, competed in a nationwide online essay contest and were selected based on how they maintain healthy, active lives through soccer, demonstrate leadership on and off the soccer field, and focus on education. The groups will join more than 250 youth people from around the world at the Soccer Camp. The teens will participate in soccer training and skills demonstrations led by professional coaches. In addition, the teens will be introduced to many cultural activities.

"No other sport symbolizes optimism and unity on a global level like soccer. The FIFA World Cup has positively impacted communities for more than 80 years, bringing together the best teams from around the world - regardless of their culture, language and belief," said L. Celeste Bottorff, vice president of Living Well, Coca-Cola North America. "The two groups who have been selected to attend this year's Coca-Cola International Soccer Camp embody the values of living positively, balanced lives, and we are extremely proud to have them as our U.S. ambassadors."

About the Coca-Cola International Soccer Camp Winners

LeftFoot Coaching Academy soccer stars Haley Jerabek, Maia Lundstrum, Lily Marcelius and Emily Moeller, led by Coach Christian Isquierdo, balance their soccer commitments with education and volunteer work with organizations such as Feed My Starving Children and the Special Olympics. Moeller said, "Winning this trip has been a defining moment in my soccer career." Jerabek said the experience, especially training with international coaches at the Coca-Cola International Soccer Camp, "is a dream come true that will transform our lives."

Matrix Soccer Club soccer stars Summer Addink, Briana Fonseca, Brooke Honcharik and Samantha Vessels are led by coach Greg Kund. According to Addink, the team works well together on and off the field, volunteering on service projects, and providing support and encouragement for each other during tough times. "This is an exceptional group of young ladies who love soccer, enjoy school and support their communities. This trip will broaden their horizons," said Kund.

To learn more about Coca-Cola International Soccer Camp, please visit www.cokesoccercamp.com.

About the Coca-Cola International Soccer Camp

Hundreds of teens from nearly 20 countries around the world, including Mexico, Brazil, Italy, Switzerland, Greece and Egypt will gather at the Coca-Cola International Soccer Camp during the FIFA World Cup tournament. The camp encourages youth to stay physically active through sports by offering soccer training and skills demonstrations led by professional coaches. While at the camp, these young players will take part in a series of team-spirited soccer and cultural activities, including a visit to Johannesburg's premiere nature reserves and the unforgettable experience of watching a FIFA World Cup game.

About the 2010 FIFA World Cup

The much-anticipated 2010 FIFA World Cup^(TM) takes place in South Africa beginning June 11. It is the first time the 32 final teams are competing for the most sought after trophy in the world on the African continent. The final will be played on July 11 at the Soccer City Stadium in Johannesburg. For more than 30 years, The Coca-Cola Company has been a champion of FIFA organized events, touching the lives of millions of people around the world and supporting countless numbers of athletes in their training for and participation in various competitions.

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. 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, Simply 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 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.

Source: The Coca-Cola Company