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# Fans Crown Bafana Bafana "Coca-Cola Celebration Award" Champions

Fans Worldwide Vote Sphiwe Tshabalala the Inaugural Coca-Cola Celebration Award Winner

Goal Celebrations at 2010 FIFA World Cup™ Create Lasting Legacy by Raising \$267,500 for Clean Water in Schools Across Africa

JOHANNESBURG--(BUSINESS WIRE)-- The first goal scored in the 2010 FIFA World Cup(TM) resulted in a flamboyant display of dance by the host nation team that today was chosen by fans around the world as the most iconic goal celebration of the tournament earning Bafana Bafana's goalscorer Sphiwe Tshabalala the first ever "Coca-Cola Celebration Award."

Football fans from around world were invited to re-live the ecstatic goal celebration moments of the 2010 FIFA World Cup and decide the winner of the first ever Coca-Cola Celebration Award through an online vote. It was Tshabalala's goal that started the entire celebration in South Africa and led to an impressive group dance that captured fans' attention as the best of the FIFA World Cup.

The Coca-Cola Celebration Award was created to celebrate the display of passion and dance that so often accompanies a goal scored at the tournament. The Celebration Award also was used to raise awareness of the vital role clean drinking water plays in developing communities. For every goal celebrated during the 2010 FIFA World Cup, Coca-Cola made a \$1,500 contribution to the Company's "Water for Schools" initiative to provide clean water access to schools across Africa.

With 145 goals scored, \$217,500 was raised to fund the project and an additional \$50,000 was donated on behalf of Tshabalala bringing the total amount raised to \$267,500. By participating in the voting, football fans have had a hand in supporting clean water initiatives that will leave a lasting legacy of water sustainability in Africa and beyond. The "Water for Schools" program is just one part of the \$30 million "Replenish Africa Initiative" (RAIN) by Coca-Cola to provide at least 2 million people in Africa with clean water and improved sanitation by 2015.

"Fans from around the world have voted for their favorite goal celebrations," said Emmanuel Seuge, group director, worldwide sports and entertainment marketing, The Coca-Cola Company. "Throughout our 2010 FIFA World Cup campaign, we've encouraged them to let go of their inhibitions and celebrate. The Coca-Cola Celebration Award was another way we brought fans closer to the celebration of the FIFA World Cup while also leaving an important legacy for the host continent."

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(R), recognized as the world's most valuable brand, the Company's portfolio includes 12 other billion dollar brands, including Diet Coke(R), Fanta, Sprite(R), Coca-Cola Zero(R), vitaminwater(R), POWERADE(R), Minute Maid(R), Simply(R) and Georgia Coffee(R). 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](http://www.thecoca-colacompany.com).

#### About FIFA

The Federation Internationale de Football Association is the world governing body of football, comprising 208 football associations grouped into six confederations. Based in Zurich, Switzerland, FIFA's activities extend far beyond its broad spectrum of international competitions headed by the FIFA World Cup(TM). FIFA provides material, financial and promotional means to develop the game around the world, and offers underprivileged communities support through the Football for Hope movement. For the Game. For the World.

For more information on FIFA and its competitions, especially the 2010 FIFA World Cup South Africa(TM), please visit the official website at [www.FIFA.com](http://www.FIFA.com).

#### NOTE TO EDITORS:

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Source: The Coca-Cola Company