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THE *Coca-Cola* COMPANY

ADDING MULTIMEDIA Spotify and Coca-Cola Partner to Share Music with the World

Global Partnership Combines Music Expertise, Innovative Technology and Massive Global Reach to Share Music With the World

NEW YORK & ATLANTA--(BUSINESS WIRE)-- Spotify and Coca-Cola today announced a multifaceted strategic partnership that combines the global scale and reach of Coca-Cola with Spotify's music technology platform to give consumers around the world unprecedented access to the music they love. The partnership will help fans discover new music, connect with other music lovers around the world and seamlessly share their experiences with friends both online and offline.

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NEW YORK/ATLANTA, April 18, 2012 – Spotify and Coca-Cola today announces a global partnership to share music with consumers around the world. From left to right: Joe Belliotti, Director, Global Music Marketing, The Coca-Cola Company; Emmanuel Seuge, Head of Global Sports & Entertainment Marketing, The Coca-Cola Company; Daniel Ek, CEO & Founder, Spotify and Jeff Levick, Chief Marketing Solutions Officer, Spotify. (Photo: Business Wire)

“Coca-Cola is the most recognized and respected brand in the world and we are proud to be their music partner,” said Daniel Ek, Founder and CEO, Spotify. “Spotify and Coca-Cola both believe that

music, technology and creativity can connect people around the globe.”

“At Coca-Cola we have long recognized the power of music to connect people around the world,” said Joe Belliotti, Director, Global Entertainment Marketing, The Coca-Cola Company. “As we step up our activation through Coca-Cola Music, we are excited by the innovative music technology platform created by Spotify and the opportunity to create a truly global music network. The potential for this partnership is limitless.”

Under the terms of the agreement, Spotify will be the key underlying technology for Coca-Cola Music globally, supporting the brand's mission to provide consumers universal access to music. In addition, Coca-Cola will integrate Spotify into its Facebook presence and Timeline, creating a seamless social music experience. This partnership takes advantage of the existing Spotify relationship with Facebook and the Coca-Cola Facebook audience of over 40 million fans to create a social experience that will reach millions of interconnected consumers around the world.

Music has been a big part of how Coca-Cola has engaged and built relationships with teen consumers throughout its 126 year history – from branded sheet music in the late 19th century to sponsoring radio shows to creating anthems for the brand's marketing programs around global sporting events like the Olympics and World Cup. In recent years, with technology enabling the access and sharing of music on a global scale, Coca-Cola has accelerated the activation of music programs.

Supporting that legacy will be a key focus for Coca-Cola in 2013 and beyond with a commitment to giving fans around the world universal access to music.

Under the terms of the new agreement, Spotify and Coca-Cola will be dedicated global partners in 2013 for a new campaign to be unveiled later in the year.

As part of the partnership, Coca-Cola will also leverage the Spotify API and platform to reach music enthusiasts through various applications – the first of which was built by independent developers during a two-day Spotify/Coca-Cola “hacker den” held in New York City on April 14-15. The new app will be unveiled for the 2012 Olympics in London.

Now available in 13 countries, Spotify is continuing its rapid worldwide expansion. The final component of the partnership will support that mission by creating unique consumer experiences around the globe that are fueled by music in both new and existing Spotify markets. Coca-Cola will also partner with Spotify as it launches its music service in new markets throughout 2012 and into 2013.

For more information on Spotify please visit www.spotify.com.

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, the world's most valuable brand, our Company's portfolio features 15 billion dollar brands including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply, Georgia and Del Valle. 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 more than 1.7 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 employees. For more information, please visit www.thecoca-colacompany.com or follow us on Twitter at twitter.com/CocaColaCo.

About Spotify

Spotify is an award-winning digital music service that gives you on-demand access to millions of tracks. Spotify makes it easier than ever to discover, manage and share music with your friends, while making sure that artists get a fair deal.

Since its launch in Sweden in 2008, Spotify has become the largest and most successful music service of its kind, with over 10 million active users and over 3 million paying subscribers. Spotify is now available in thirteen countries around the world: US, UK, Sweden, France, Spain, Netherlands, Finland, Norway, Denmark, Austria, Switzerland, Belgium and Germany.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50243639&lang=en>

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