


March 20, 2013

THE *Coca-Cola* COMPANY

Music Fans Unite! Coca-Cola Invites People across the Country to Help Multi-Platinum, Grammy-Nominated Pop Sensation Carly Rae Jepsen Achieve “Perfect Harmony” in a New Song

AMERICAN IDOL® Fans Help Create a Song to Be Performed on First Night of Show's Season Finale, airing Wednesday, May 15 on FOX, through Third Annual "Perfect Harmony" Program

ATLANTA--(BUSINESS WIRE)-- Each year talented aspiring artists from across the country come together on AMERICAN IDOL® reaching for one dream. Starting today, Coca-Cola wants to give everyone the opportunity to join in on the excitement through the Perfect Harmony program.

 Carly Rae Jepsen films videos for Coca-Cola Perfect Harmony, where fans can help create a new song t ...

Carly Rae Jepsen films videos for Coca-Cola Perfect Harmony, where fans can help create a new song that she will perform on AMERICAN IDOL(R).
(Photo: Business Wire)

The Coca-Cola Perfect Harmony program invites AMERICAN IDOL® fans and music lovers to participate in the once-in-a-lifetime opportunity to help chart-topping singer/songwriter and recording artist Carly Rae Jepsen select the best lyrics for a new song. Fans can watch live as she performs the song during the first episode of the two-

night AMERICAN IDOL® Season Finale on Wednesday, May 15 (8-9 p.m. ET live/PT tape-delayed) on FOX. Through Coca-Cola Perfect Harmony fans can take part in the songwriting process and influence the show they love. In addition to assisting with the creation of the song, people will have the opportunity to impact various aspects of Jepsen's Perfect Harmony AMERICAN IDOL® Finale performance as well.

“I wrote or co-wrote nearly every song on my album and the songwriting process is very important to me,” said Jepsen. “I’ve collaborated on songs with people via e-mails, telephone calls and text messages, but the Coca-Cola Perfect Harmony program takes it to another level because people across the country can join in on the fun. I can’t wait to create a new song with my fans.”

Music has the power to bring people together and fans can now go to www.AmericanIdol.com/PerfectHarmony and play a role in this collective effort to create the next hit song. The 2013 edition of Coca-Cola Perfect Harmony features several new elements. People not only will be able to collaborate on the lyrics by letting Jepsen know which option they think best fits the song, but they also can weigh in on aspects like set design, backup dancers' wardrobe and stage effects, creating a truly collaborative final performance. Starting now through May 14, people around the country, ages 13 and up, can

log on and provide input each week for Jepsen's new song and her performance on the AMERICAN IDOL® Season Finale.

During weeks one, three, five and seven of the program, music lovers can listen to three different lyrics for a particular verse and choose the one they like best. Each week the lyric selected by the fans will be incorporated into the song.

In a new element of the program, every other week (weeks two, four, six and eight) fans can offer input into shaping the production details of Jepsen's AMERICAN IDOL® Perfect Harmony performance.

The eight week program is as follows:

- Week 1: March 20 – Lyric Selection
- Week 2: March 27 – Performance Theme
- Week 3: April 3 – Lyric Selection
- Week 4: April 10 – Performance Stage Effects
- Week 5: April 17 – Lyric Selection
- Week 6: April 24 – Backup Dancers' Wardrobe
- Week 7: May 1 – Final Lyric Selection
- Week 8: May 8 – Instruments to Spotlight

After eight phases – four focused on lyrics and four focused on performance elements – the final track will be complete and Jepsen will perform it live during the first night of the AMERICAN IDOL® Season 12 Finale, airing Wednesday, May 15 on FOX (8-9 p.m. ET live/PT tape-delayed).

“Coca-Cola has always supported music projects because by sharing happy energy, both Coke and music bring teens together,” said Andy McMillin, VP, Coca-Cola Trademark. “We introduced Coca-Cola Perfect Harmony with Taio Cruz in 2011 and built on its success with Jason Derulo in 2012. We're moving the 2013 program to the next level with Carly Rae Jepsen, a fresh, new artist who truly understands what it takes to create hit songs. Her fun, creative nature will help drive fan participation and deliver an end result that we expect music fans to love.”

Fans participating in the program also will be entered into a sweepstakes to win Coca-Cola and AMERICAN IDOL® goodies. A select number of lucky winners will receive gift bags packed with gear such as the Coca-Cola AMERICAN IDOL® signature cup and speakers. One grand prize winner, who enters the sweepstakes before April 30, will even receive a trip for two to the show's Finale to see Jepsen perform the song live!

Further details about Coca-Cola Perfect Harmony and full program rules can be found at www.AmericanIdol.com/PerfectHarmony.

About The Coca-Cola Company

[The Coca-Cola Company](http://www.Coca-Cola.com) (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 16 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 1.8 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 associates. For more information, visit Coca-Cola Journey at www.coca-colacompany.com, follow us on Twitter at twitter.com/CocaColaCo or check out our blog, Coca-Cola Unbottled, at www.coca-colablog.com.

About Carly Rae Jepsen

Canadian singer/songwriter and breakout pop sensation [Carly Rae Jepsen](#) has taken America by storm after bursting onto the scene in the US with her hit single "Call Me Maybe." Unforgettably catchy, the hit song which she co-wrote quickly rose to the No. 1 spot on the Billboard Hot 100 chart where it remained for nine consecutive weeks. Certified quintuple-platinum in Jepsen's native Canada the track is also an international sensation, climbing to No. 1 on the iTunes Singles charts in over 47 countries while the official video has over 400 million YouTube views and the song has sold more than 10 million singles worldwide to date. Follow up platinum single "Good Time," a duet with Owl City, climbed to No. 3 on the Pop Chart, while the video has racked up over 84 million YouTube views. Jepsen released her debut album Kiss on September 18 via 604 Records/Schoolboy Records/Interscope Records along with her latest single "This Kiss." Billboard recently named Jepsen its "Rising Star" at the 2012 Billboard Women In Music Awards, and she won the 2012 American Music Award for Best New Artist. Jepsen received two 2012 GRAMMY nominations for Best Pop Solo Performance and Song of the Year. Jepsen's new single, "Tonight I'm Getting Over You" is out now and she is currently touring as a special guest on Justin Bieber's headlining 'Believe' tour of North America and Europe.

About AMERICAN IDOL®

AMERICAN IDOL® is produced by 19 Entertainment, a division of CORE Media Group, and FremantleMedia North America. The series is created and executive-produced by Simon Fuller, CEO, XIX Entertainment. Cecile Frot-Coutaz, FremantleMedia, Trish Kinane, FremantleMedia North America; Ken Warwick, FremantleMedia North America; and Nigel Lythgoe, CEO, Nigel Lythgoe Productions also serve as executive producers.

Coca-Cola
Melina Baetti, 404-676-1533
mbaetti@coca-cola.com
or
Rogers & Cowan
Nicole Okoneski, 310-854-8189
nokoneski@rogersandcowan.com

Source: The Coca-Cola Company