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The Coca-Cola AHH Effect Lights up Hollywood with Red Carpet Live! Digital Pre-Show at the 2013 American Music Awards

Beginning Today through Oct. 31, Kurt Hugo Schneider Teams Up with Teens to Produce an Official Track for Live Debut during the Pre-Show

ATLANTA--(BUSINESS WIRE)-- Lights! Camera! Music! Dance! On Sunday, Nov. 24, the 2013 American Music Awards® rolls out the red carpet at Nokia Theatre L.A. LIVE in Los Angeles to welcome America's favorite musical artists. To kick off the action, the Coca-Cola Red Carpet LIVE! Digital Pre-Show will stream online at www.theamas.com for three hours of entertaining celebrity interviews and exclusive behind-the-scenes content. Starting today, Coca-Cola launches a six week co-creation process with YouTube artist Kurt Hugo Schneider inviting teens to help produce the official track, which he will debut live from the red carpet at the pre-show.

The Coca-Cola AHH Studio digital experience will allow teens – ages 13 and up – to interact with Kurt to create the official song via the following steps:

- From Thursday, Sept. 19 through Thursday, Oct. 31, teens can log on to www.theamas.com/coke, via mobile or desktop, where they can listen to several instrumental segments of a song created by Kurt
- Each week, teens across the country can listen to three different musical options and choose the one they like best; selection time for each musical sound will be open for a week
- After six weeks and six opportunities for fans to weigh in, Kurt will compile the elements to create the Coca-Cola track to be performed live at the pre-show

Teens that log on and participate will be entered into a sweepstakes, and one fan who enters before Oct. 31 will receive a grand prize trip for two to the American Music Awards and Coca-Cola Red Carpet LIVE! Pre-Show. Additionally, the trip will include a meet-and-greet with Kurt and access to the Coca-Cola AHH Zone on the red carpet.

"I'm preparing to rock the Coca-Cola Red Carpet LIVE! Pre-Show with this special song made in collaboration with music fans, and I can't wait to see what we create together," said Kurt. "Producing musical and visual content is my passion and joining fans to create a one-of-kind song to debut live for viewers and celebrities on the red carpet is totally awesome!"

The upbeat energy of the Coca-Cola Red Carpet LIVE! Digital Pre-Show will continue to entertain viewers with a live performance by a well-known dance group. The routine will aim to artistically communicate a positive message of encouragement and support for the fight to

end AIDS and rally viewer excitement for an upcoming dance party on World AIDS Day, Dec. 1.

Fans watching the Coca-Cola Red Carpet LIVE! Digital Pre-Show have another opportunity to get in on the action through a special sweepstakes via SMS promotion. By texting COKERED to 26739, two viewers will be selected during the pre-show to receive a trip for two to visit Los Angeles on World AIDS Day. The winners and their guests will attend a dance party celebrating the release of (RED)'s forthcoming 2013 compilation album, DANCE (RED), SAVE LIVES. This album and dance party will help raise money and awareness around the fight to end AIDS.

"The American Music Awards are based on the opinions of people across the country, and we're excited that the official soundtrack for the Coca-Cola Red Carpet LIVE! Digital Pre-Show will be too," said Andy McMillin, VP Coca-Cola Trademark. "We're bringing fans exclusive, behind-the-scenes access to witness first-hand all of the excitement of the American Music Awards red carpet and fun ways to participate via two unique sweepstakes to win big through our partnerships with Kurt Hugo Schneider and (RED)."

The Coca-Cola Red Carpet LIVE! Digital Pre-Show will kick off at 2 p.m. PST / 5 p.m. EST live from Los Angeles, Calif. For more details and full program rules about the AHH Studio track and sweepstakes head to www.theamas.com/coke. Join the conversation on social media using the hashtag #CokeRedCarpet.

About The Coca-Cola Company

[The Coca-Cola Company](http://www.thecoca-colacompany.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 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 www.thecoca-colacompany.com, follow us on Twitter at twitter.com/CocaColaCo or check out our blog, Coca-Cola Unbottled, at www.coca-colablog.com.

About Dick Clark Productions, inc.

Founded in 1957, dick clark productions, inc. (dcp) is a leading independent producer of television programming. dcp produces perennial hits such as the "American Music Awards," "Golden Globe Awards," "Academy of Country Music Awards," and "Dick Clark's New Year's Rockin' Eve with Ryan Seacrest." dcp also produces popular weekly television programming, including "So You Think You Can Dance," and owns and maintains one of the world's most unique and extensive entertainment libraries, which includes more than 30 years of "American Bandstand" footage. For additional information about dcp, please visit www.dickclarkproductions.com.

About the American Music Awards

In 1973 Dick Clark created the American Music Awards to pay tribute to popular musicians from various genres of music and to put audiences in touch with the latest phenomena in American music. Since its founding, the AMAs have honored and showcased the talents of some of the biggest names in the music industry. For press credential requests, please go to <http://pmkbnc.wufoo.com/forms/2012-american-music-awards-media-application/>. Archived footage and photography are available upon request.

About (RED)

(RED) was founded in 2006 by Bono and Bobby Shriver to engage businesses and people in the fight against AIDS. (RED) partners with the world's most iconic brands who contribute up to 50% of profits from (RED) branded goods and services to the Global Fund. (RED) Proud Partners include: Apple, Starbucks, Converse, The Coca-Cola Company, Beats by Dr. Dre, Belvedere, Claro, SAP, Telcel and American Express (UK only). (RED) Special Edition partners include: Shazam, Girl Skateboards, Mophie, FEED, Nanda Home, Bottletop, Tourneau, Fatboy USA, Bed Bath & Beyond, HEAD. To date, (RED) has generated more than \$215 million for the Global Fund to fight AIDS, Tuberculosis and Malaria, to support HIV/AIDS grants in Ghana, Lesotho, Rwanda, South Africa, Swaziland, Zambia, Kenya and Tanzania. 100 percent of that money goes to work on the ground – no overhead is taken. Global Fund grants that (RED) supports have impacted more than 14 million people with prevention, treatment, counseling, HIV testing and care services.

(RED) is a division of The ONE Campaign. Learn more at www.joinred.com.

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