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It's in the Bag: Diet Coke Partners with Whitney Port to Create Fall Fashion's Hottest New Accessory

Diet Coke Tastemakers Project celebrates the unique style of fashionistas everywhere;

Fans to select which of Port's designs will be available in Target stores nationwide this fall

ATLANTA--(BUSINESS WIRE)-- This fall's "it" bag won't be decided by celebrities, models or even fashion's elite. Instead, Diet Coke is giving every trendsetter the opportunity to choose which tote they'll be seeing on store shelves.

The No. 1 no-calorie brand invited celebrity designer Whitney Port to create four tote bag designs as part of its Diet Coke Tastemakers Project. The new program celebrates individual style and tastes. Port's chic yet playful, Diet Coke-inspired designs have something for every style sensibility.

Fashion-forward individuals everywhere are invited to vote for their favorite tote bag design at www.DietCokeTastemakersProject.com from June 1 through June 15. The winning design will be made available exclusively in all U.S. Target stores this fall.

"Diet Coke has always given me the refreshing uplift I need, whether I'm hard at work or relaxing with friends. My creations are a reflection of that," said Port. "The designs also express how taste plays such an important role in style. I can't wait to see which design America's tastemakers select."

Adding to the excitement, voters are automatically entered to win the ultimate fashion experience – an all-expenses paid trip for two to meet Port during Mercedes-Benz Fashion Week in New York City this fall. Fans can also win other stylish prizes from Diet Coke and Target.

"Whitney's designs for the Diet Coke Tastemakers Project are a genuine reflection of our fans' two greatest passions – style and the delicious, crisp taste of Diet Coke," said Melissa Schwartz, brand manager for Diet Coke. "Everyone has a personal taste when it comes to fashion, and Diet Coke is giving them the opportunity to select this fall's 'it' bag."

Tastemakers can visit www.DietCokeTastemakersProject.com to vote for one of four Diet Coke-inspired designs, including:

- *What's In Your Tote?*

This design features a playful take on the mystery that surrounds the contents of a woman's purse. Whitney reveals all of a fashionista's must-haves through hand-drawn illustrations, including red lipstick, big sunglasses, a dab of perfume and Diet Coke.

- *Reflections*

Whitney sets the scene for this design in the reflection of a woman's sunglasses. The

piece evokes a peaceful moment that Whitney created to show her desire to sit back, relax and drink a refreshing Diet Coke.

- *WE Girl*
Designed to represent the girl who wears her fashion line Whitney Eve, this funky, cool design depicts someone who has effortless great taste.
- *Love & Peace*
Peace signs and hearts set the mood for this design that celebrates the iconic contour bottle. Whitney created this visual to represent some of the most important sentiments in her life – love, peace and, of course, Diet Coke.

The winning tote bag design will be announced later this summer. For contest rules and complete details, visit www.DietCokeTastemakersProject.com.

About The Coca-Cola Company

[The Coca-Cola Company](http://www.coca-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, one of the world's most valuable and recognizable brands, our Company's portfolio features 17 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 1.9 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, visit our blog, [Coca-Cola Unbottled](#), at www.coca-colablog.com or find us on LinkedIn at www.linkedin.com/company/the-coca-cola-company.

About Whitney Port

Whitney Port is not just another pretty face in Hollywood. She has paved her own way as a designer, TV host and author, and is making sure that she builds a solid foundation that she is proud of. Whitney began her career on the MTV reality-hit show, "The Hills," as an intern at Teen Vogue. By Season 4 she was a show regular and an audience favorite. In December 2008 Whitney's own spin-off, "The City" launched on MTV. She moved across the country and the cameras followed her as she began working for fashion icon Diane Von Furstenberg & PR Direction for People's Revolution. During that time she also launched her own fashion line, Whitney Eve. Showcasing the designer's inherent creativity and knack for style, Whitney Eve had its first runway show during New York Fashion Week in 2009. With growing popularity and ever evolving collections, Whitney Eve's presence of grace and distinction gives the collection originality, a welcome addition to the fashion world. Hollywood's trendsetters have rapidly caught onto the fashion ready-to-wear and accessory collections designed by style icon Whitney Port. Not only does the designer display her personal style in Whitney Eve, but Alessandra Ambrosio, Jessica Alba, Jessica Hart, Rihanna, Camilla Belle & Heidi Klum to name a few have been rocking the line. Whitney Eve is sold at select boutiques nation-wide as well as retailers internationally.

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