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Taylor Swift Joins the Diet Coke “Get a Taste” Campaign Offering Fans an Exclusive Taste of Her New Album, 1989

Global superstar and seven-time GRAMMY Award winner will star in a new Diet Coke commercial debuting in October

ATLANTA--(BUSINESS WIRE)-- The winner of an astounding seven GRAMMY Awards, Taylor Swift is no stranger to the limelight. Now, she’s shining a spotlight on how the great taste of Diet Coke can make any moment brighter.

Diet Coke’s new “Get A Taste” campaign celebrates fans’ unwavering love for the taste of Diet Coke and poses the question, “What if life tasted as good as Diet Coke?” The integrated campaign showcases the unique, delicious taste of Diet Coke by taking mundane moments and making them a bit brighter, bubblier, and a whole lot more enjoyable – just like a Diet Coke. As part of the campaign, Taylor will encourage fans to “Get A Taste” of the world they love.

Diet Coke will debut a new “Get A Taste” commercial featuring Taylor in mid-October. During the spot, Diet Coke will offer fans an exclusive taste of an unreleased clip from one of Taylor’s new tracks off her highly anticipated, fifth studio album, *1989*. This clip cannot be heard anywhere else.

The TV spot is just the beginning of Diet Coke’s collaborations with Taylor. Throughout October, she will grant Diet Coke fans a behind-the-scenes look at the ongoing “Get A Taste” campaign via digital and social media exclusives. Diet Coke also will help build fan excitement for the release of *1989*, available now for pre-buy at TaylorSwift.com and in stores on October 27.

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, 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 Taylor Swift

Taylor Swift, who writes all of her own songs, is a seven-time GRAMMY winner and the youngest winner in history of the music industry's highest honor, the GRAMMY Award for *Album of the Year*. She is the first artist since the Beatles (and the only female artist in history) to log six or more weeks at #1 with three consecutive studio albums. Taylor has an album on Rolling Stone's prestigious *The 50 Greatest Albums of All Time* (by women) list, Time magazine has named her one of the *100 Most Influential People* in the world, and she is Billboard's youngest-ever *Woman of the Year*. Taylor has career record sales in excess of 30 million albums and 75 million song downloads worldwide, and has had singles top both the pop and country radio charts around the globe. Taylor's album RED, released almost two years ago has sold more than 6 million copies worldwide to date, including more than 1.2 million copies in the U.S. in its first week, scoring the highest first-week sales debut of any album in over a decade. Taylor is the only female artist in music history (and just the fourth artist ever) to twice have an album (2010's *Speak Now* and 2012's RED) hit the 1 million plus first-week sales figure. "Shake It Off" is the first single off her highly anticipated fifth studio album *1989* (Big Machine Records) to be released on October 27, 2014. "Shake It Off" has topped Billboard's Hot 100 chart twice and has already earned Platinum-status by the RIAA for exceeding sales of one million downloads.

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