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The Fantanas(R) Are Back

One Lucky Consumer Could Become the Fourth Fantana

ATLANTA--(BUSINESS WIRE)-- There were once four mythical females from a far away island who captivated the world and fundamentally changed the face of fun. But in 2006, the fun took a vacation. Feeling their futures lay elsewhere The Fantanas broke up. Now, after a three-year hiatus, when the world needs excitement and refreshment more than ever, Summer, Isabela and Melody, the new Fantanas, have arrived as the new ambassadors of fun. With a bold attitude, an even catchier jingle and innovative dance moves, The Fantanas are spreading flavor and refreshment across the country and asking fans to join them in their nationwide search for the fourth Fantana.

This press release has an accompanying Smart Marketing Page providing further details about the organization, products and services introduced below. You can access the Smart Marketing Page via the following link: http://www.businesswire.com/portal/site/fantanas.

"The Fantanas have always been fan favorites, especially among teens. We knew it was time to re-introduce them with a new attitude and authentic talents," said Santiago Blanco, vice president, Flavors, Coca-Cola North America. "Bringing back The Fantanas in a digital and interactive context will not only represent the Fanta(R) brand in a fresh new way but also strengthen The Fantanas as icons of pop culture."

From now until June 30, 2009, The Fantanas will be accepting fan submissions as they search for a new member who embodies the exuberant spirit of Fanta and can express that spirit through singing, dancing and ingenuity. Fanta lovers who think they have what it takes to be a Fantana can visit www.Fanta.com to submit a one minute video in which they showcase the refreshing personality of the brand and highlight the carefree Fantana attitude. From July to September fan ratings and a selected panel of judges will help identify who will be the fourth Fantana. The contest rules are available online.

Fanta fans will play an integral part in the selection process of the newest Fantana. Once the submission phase has concluded, fans and contestants will be encouraged to have their friends and family rate their favorite video at www.Fanta.com. In addition to fan ratings, a qualified panel of judges will help select the top 10 semi-finalists and three finalists will be selected to be flown to a select U.S. city to participate in a casting call. The grand prize winner will receive a $5,000 cash prize and the opportunity to sign an agreement to become the fourth Fantana which includes appearing in Fanta's advertising and marketing campaign. Additionally, the second and third place winners will be awarded cash prizes, and a gift card will be given to all entrants who meet submission guidelines.

As brand icons for the sparkling beverage, The Fantanas are natural stars with unparalleled zest and vibrancy for life. Summer is the natural leader of The Fantanas as the fit, outdoors fanatic who represents the 100 percent natural flavor of Fanta Orange. The fashionable and radiant Isabela is the Fantana fashionista. Always dressed to impress, Isabela brightens any situation with her bold style and glowing personality as she depicts Fanta Strawberry. With a pop-star smile and rock-star style, Melody shines as bright as any spotlight. Representing

Fanta Grape, Melody is edgy with a confident cool that energizes people wherever she goes. With a bold and unique personality, the fourth Fantana will represent Fanta Pineapple, the wild and spunky free-spirit of the group.

"The new Fantanas possess the perfect blend of style, charisma and fun needed to represent Fanta. We're looking for someone who will complement the group's dynamic chemistry and embody the brand in a fresh new way," said Blanco.

To showcase their multiple talents, The Fantanas created a signature dance and updated jingle which each of them recorded in their own style. Fans can view the signature dance, listen to the three personalized versions of the jingle and download them as ringtones at www.Fanta.com. In April 2009, Fanta launched 100 percent naturally flavored Fanta Orange along with a bold new look for the entire Fanta line. The reemergence of The Fantanas is part of Fanta's fully integrated marketing campaign, which includes both traditional and non-traditional media, including television, radio and cinema advertising, digital, out-of-home, point-of-sale, and targeted sampling activities.

About The Coca-Cola Company

The Coca-Cola Company is the world's largest beverage company, refreshing consumers with nearly 500 sparkling and still brands. Along with Coca-Cola, recognized as the world's most valuable brand, the Company's portfolio includes 12 other billion dollar brands, including Diet Coke(R), Fanta(R), Sprite(R), Coca-Cola Zero(R), vitaminwater, POWERADE, Minute Maid(R) and Georgia Coffee. Globally, we are the No. 1 provider of sparkling beverages, juices and juice drinks and ready-to-drink teas and coffees. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate of nearly 1.6 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that protect the environment, conserve resources and enhance the economic development of the communities where we operate. For more information about our Company, please visit our Web site at www.thecocacolacompany.com.

EDITOR'S NOTE: A downloadable press kit of The Fantanas is available in the Press Center at www.thecoca-colacompany.com.

Visit The Fantanas on Facebook at http://www.facebook.com/pages/The-Fantanas/77902082946#

Photos/Multimedia Gallery Available: http://www.businesswire.com/cgi-bin/mmg.cgi?eid=5979570&lang=en

Source: The Coca-Cola Company