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# ADDING MULTIMEDIA Coke Zero Congratulates the World Champion Seattle Seahawks with Commemorative, Special-Edition Cans

BELLEVUE, Wash.--(BUSINESS WIRE)-- Coke Zero is getting all dressed up to celebrate the 2013 World Champion Seattle Seahawks with the release of a limited-edition commemorative can. The specially-designed, collectible cans proudly mark the first world championship in the Seattle Seahawks' history.

Coke Zero commemorative World Champion can. (Photo: Business Wire)

"Coke Zero joins the legion of fans who cheered on their team to this thrilling victory," said Bill O'Brien, Senior Vice President and General Manager of the West Region, Coca-Cola. "With this special design, we're raising a congratulatory toast to the Seattle Seahawks, their staff and the Seahawks' '12$^{th}$-Man' loyalists."

A limited number of specially-marked 12-ounce Coke Zero cans, produced starting today at the Company's Bellevue plant, will be sold at select Seattle and Washington state retail locations while supplies last.

Coca-Cola Zero is the official soft drink of the Seattle Seahawks.

**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 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 1.9 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.

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