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smartwater® and Jennifer Aniston Keep Moving Forward in New Advertising Campaign

*New Creative Shows **smart**water® as the Perfect Accomplice in Life's Forward-Moving Journey*

NEW YORK--(BUSINESS WIRE)-- The makers of **smart**water®, a premium, vapor-distilled water with electrolytes for taste, today announced the release of a new creative campaign with longstanding brand ambassador, Jennifer Aniston. Beginning in Spring 2017, the highly accomplished actor, director, businesswoman and producer will be featured in ads with her indispensable partner, **smart**water.

smartwater® releases new advertising campaign featuring longstanding brand ambassador Jennifer Aniston. (Photo: Business Wire)

The campaign captures four, real-life candid moments of Jennifer Aniston's forward-moving journey that were captured by noted photographer Tom Munro and feature **smart**water as her essential sidekick. **smart**water is Jennifer's hydrating hiking mate as she heads up the canyon with her beloved dog, a companion as she makes a red-carpet entrance and her trusted ally, taking one last sip backstage, before a late night show appearance. In the final image, **smart**water sparkling, which launched in 2016, is served as a perfect addition to an intimate dinner party with friends.

"Our consumers love the delicious, pure taste and sleek packaging of **smart**water, providing balance and refreshment to accompany progress through everyday journeys," said Caroline Kibler, Group Director of **smart**water. "This campaign celebrates the authentic role **smart**water has in Jennifer Aniston's life, a partner as she moves through both relatable and aspirational moments of progress – from fitness to fashion to dinner with friends."

The campaign also features product-centric pieces that highlight the brand's key attributes, purity and clean taste. The signature **smart**water clouds personify the brand's unique proposition: vapor-distilled for purity, with just the right amount of added electrolytes (calcium, magnesium and potassium) to deliver a distinctly fresh and crisp taste.

Developed in partnership with Chandelier Creative, the campaign will run in print magazines, on digital and social platforms, and on out-of-home throughout the country, and will come to life over the summer through events and partnerships. For more information and updates on the **smart**water journey, visit www.drinksmartwater.com and follow the brand on Facebook, Twitter and Instagram.

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 and nearly 3,900 beverage

choices. Led by Coca-Cola, one of the world's most valuable and recognizable brands, our company's portfolio features 21 billion-dollar brands, 19 of which are available in reduced-, low- or no-calorie options. These brands include Diet Coke, Coca-Cola Zero, Fanta, Sprite, Dasani, vitaminwater, Powerade, Minute Maid, Simply, Del Valle, Georgia and Gold Peak. Through the world's largest beverage distribution system, we are the No. 1 provider of both sparkling and still beverages. More than 1.9 billion servings of our beverages are enjoyed by consumers in more than 200 countries each day. With an enduring commitment to building sustainable communities, our company is focused on initiatives that reduce our environmental footprint, 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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