

December 5, 2008



New Style Series Presented by Diet Coke Premieres

Fashion Designer Cynthia Rowley and Grammy Award Winning Artist Robin Thicke to Appear Live in Times Square Studio and Online

Debut Show Also Includes Exclusive Interview with Special Guest Rihanna

ATLANTA--(BUSINESS WIRE)-- Style Series presented by Diet Coke, a new live and online entertainment and lifestyle program, will make its debut on December 9th with renowned fashion designer Cynthia Rowley, Grammy Award winning artist Robin Thicke and international Grammy Award winning superstar Rihanna, as the show's first guests. This new program is designed for individuals with sophisticated taste and will provide continuous insider access to stylish entertainment and fashion icons that have significantly impacted their craft.

Hosted by former West Coast Editor of Glamour and broadcast fashion expert, Rachel Zalis, Style Series presented by Diet Coke will explore fresh, contemporary talents through appearances, interviews and performances. For the inaugural show, Zalis will interview fashion icon Cynthia Rowley and 2005 Grammy Award winner Robin Thicke at New York's Reuters studio. Rowley will share her latest fashion collection, while Thicke will perform his newest single 'Sweetest Love' and other songs from his new album 'Something Else.' Style Series presented by Diet Coke will also provide an exclusive sneak peek at Grammy Award winning artist Rihanna's E-film which focuses on her design collaboration with Frida Giannini of Gucci.

Style Series is being digitally produced and distributed by Digital Broadcasting Group (DBG) in partnership with Diet Coke. The full program will air live on the NASDAQ and Reuters electronic billboards in Times Square and will stream simultaneously through online video banners and at www.DietCoke.com/StyleSeries. After the live events, each show will be edited into a webisodic format that will be released weekly on the Style Series website and distributed across the Internet through the DBG Video Network. The December 9th Style Series show will be the first event of a multi-part series, with ensuing episodes premiering in early 2009.

"As the leading diet beverage in the US, Diet Coke has always stood for sophisticated taste for stylish individuals," said Bill Kelly, senior vice president, Coca-Cola Trademark Brands, Coca-Cola North America. "Through Style Series presented by Diet Coke, we're offering style-conscious people a new way to keep up with the latest in fashion and entertainment that complements their contemporary lifestyles."

To produce Style Series, Diet Coke teamed up with New York-based DBG, a digital production house and digital video distribution network that specializes in conceiving, producing and distributing video.

"Through our innovative digital production and distribution, DBG is helping bring Diet Coke together with amazing talent like Robin Thicke, Cynthia Rowley and Rihanna," said Rick Kleczkowski, Chief Operating Officer, DBG. "With Style Series, we've coupled a premier brand, marquis talent and exclusive content to create compelling programming that will be offered through a diverse combination of outdoor, mobile and digital media distribution."

Style Series presented by Diet Coke will be promoted through online video banners on entertainment and lifestyle focused websites across the DBG Video Network, People.com, InStyle.com and Yahoo, newsletters, mobile TV pre-roll spots, WAP banners, and outdoor digital billboards in Times Square.

Regarding her involvement with Style Series presented by Diet Coke, Cynthia Rowley said, "As a fashion designer I'm constantly working to be as inventive as possible, to push the limit not only in my collection but also to be the first to explore new ways in which people experience fashion. The Style Series is creating a whole new stage for fashion to reach people everywhere."

About The Coca-Cola Company

The Coca-Cola Company is the world's largest beverage company, refreshing consumers with more than 450 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, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid 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 1.5 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.thecoca-colacompany.com.

About Digital Broadcasting Group

Founded in 2007, Digital Broadcasting Group ("DBG") is working with advertising, agencies, brand marketers and online publishers, to concept, produce, distribute, and report on online video. The company was formed by Chris Young, the co-founder and CEO of online rich media video provider Klipmart (subsequently purchased by now Google-owned DoubleClick), together with Emmy award winning HBO and VH1 television writers and producers Joseph Gomes and Gregg Backer.

Source: The Coca-Cola Company