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Style Series Presented by Diet Coke Returns for Second Season

Culinary Star Tom Colicchio and Acclaimed Musician Jewel to Appear in First Episode

ATLANTA--(BUSINESS WIRE)-- In need of new, creative recipe ideas? How about tips on the latest in stylish entertaining and wellness trends? Look no further than Style Series presented by Diet Coke, the live online entertainment and lifestyle program that kicks off its second season today. New episodes for the series will focus on living a balanced lifestyle and once again be broadcast live from Times Square. Guests for the opening installment of Style Series include Master Chef and TV personality Tom Colicchio and three-time Grammy nominated artist Jewel.

"The new season of Style Series presented by Diet Coke will feature celebrity guests offering insider access to the tools needed to enjoy a healthy, enriched life," said William A. White, Global Brand Director, Diet Coke. "From food and entertainment to fashion and exercise, people today expect great taste in all aspects of their lives. With Style Series, Diet Coke is giving them resources to complement their contemporary lifestyles and help them live life tastefully."

The show's second season brings back hosts Rachel Zalis, former West Coast Editor of Glamour magazine and broadcast fashion expert, along with up-and-coming TV personality Josh Zepps, recent host of Discovery's Brink. For the first show, Chef Tom Colicchio will be serving up fresh unique healthy dishes featuring his latest recipes for the on-site audience at Diet Coke's Pop-Up Kitchen, a remote set located at 57th Street and 5th Avenue in New York. In addition, acclaimed singer-song writer Jewel will be performing a live acoustic set of her latest songs, including "Somewhere Over The Rainbow," "Hands" and "You Were Meant for Me."

Style Series presented by Diet Coke is produced and distributed by Digital Broadcasting Group (DBG), a full service Video Network specializing in the production and the multi screen distribution of video content across the Internet and other digital media. The interview with Tom Colicchio and Jewel's musical performance will air live on the NASDAQ and Reuters billboards in Times Square and will stream simultaneously on www.DietCoke.com/StyleSeries and on video players on selected websites via The DBG Video Network. Additional Style Series episodes will air later this fall.

After the live events, each show will be edited into a series of three minute 'webisodes' that will be released weekly on the Style Series website and distributed across the internet through the DBG Video Network. The inaugural season of Style Series, which debuted in December 2008, included stars such as supermodel Heidi Klum, singers Rihanna, Robin Thicke and Natasha Bedingfield, fashion designers Cynthia Rowley, Stacey Bendet and Christian Siriano, and actor-singer Hilary Duff.

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, 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 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.thecoca-colacompany.com.

About Digital Broadcasting Group

DBG is a full service Video Network specializing in the production and distribution of video content across the internet and other digital media. Founded in 2007, with offices in New York, Los Angeles, and Chicago, DBG is led by an experienced group of former digital executives from Doubleclick, Klipmart, MediaVest and producers from VH1, and HBO.

DBG is also an industry leader in the production of branded content and custom video programming. We operate an Emmy-Award winning in-house production department supplying our partners with state of the art production and editing capabilities.

Source: The Coca-Cola Company