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# Coke Zero Unveils First-Ever "Brain Bracket" of Best NCAA(R) Basketball Fan Enhancements

Top Innovative Fan Ideas Compete Head-to-Head During NCAA March Madness<sup>(R)</sup> for Chance to Win \$10,000 and Trip to 2011 NCAA Men's Final Four<sup>(R)</sup>

ATLANTA--(BUSINESS WIRE)-- The wave. Live online streaming of games. NCAA March Madness. The NCAA basketball experience is constantly evolving and Coke Zero's Dept. of Fannovation has been tapping fans all season long for their creative expertise and the chance to win \$10,000.

In an effort to find that next improbable idea that will further connect fans to the action on the court, Coke Zero today announced the pairings in the Dept. of Fannovation "Brain Bracket", a collection of 64 innovative fan ideas that can potentially revolutionize the NCAA basketball experience. From March 14 until April 5, people can log on to [cokezero.com/ncaa](http://cokezero.com/ncaa) to view the "Brain Bracket" matchups, learn more about each fan enhancement, and cast their votes for the concepts they feel are groundbreaking enough to push the limits of what's possible in NCAA basketball.

"NCAA basketball has some of the most passionate fans in sports, and from what we've seen from the Dept. of Fannovation submissions, some of the most creative as well," said Bill Kelly, Senior Vice President, Coca-Cola Trademark Brands, Coca-Cola North America. "Coke Zero, with its real Coke taste and zero calories, was created to shake up the status quo in the beverage world. The 'Brain Bracket' finalists have the chance to rewrite the book on how NCAA basketball is enjoyed and make their mark on college basketball history."

Starting with 32 first round pairings after Selection Sunday<sup>TM</sup> and culminating with the final matchup beginning April 2, the fan enhancement with the most fan votes in each "Brain Bracket" pairing will move on to the next round. The "survive and advance" format will sync up with the NCAA Division I Men's Basketball Championship schedule until the winning idea is crowned by fans April 5, the day of the NCAA men's national championship game. The creator of the top idea will earn \$10,000 to help make their concept a reality and a trip for two to the 2011 NCAA Men's Final Four in Houston.

All 64 finalists in the Dept. of Fannovation "Brain Bracket" will be awarded with a Coke Zero prize pack. The final 16 submissions will earn \$1,000 each for their inventors, while the top four finalists will also earn a trip to the 2011 NCAA Men's Final Four in Houston.

Coca-Cola is an Official NCAA Corporate Champion, the Official Fan Refreshment of the NCAA and a partner with the NCAA in an 11-year association that includes beverage marketing and media rights to 88 NCAA championships.

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. Together with Coca-Cola, recognized as the world's most valuable brand, the Company's portfolio includes 14 billion dollar brands, including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply 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 1.6 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 website at [www.thecoca-colacompany.com](http://www.thecoca-colacompany.com).

#### About the NCAA

The NCAA(R) is a membership-led nonprofit association of colleges and universities committed to supporting academic and athletics opportunities for more than 400,000 student-athletes at more than 1,000 member colleges and universities. Each year, more than 54,000 student-athletes compete in NCAA Championships in Divisions I, II and III sports. Visit [www.NCAA.org](http://www.NCAA.org) and [www.NCAA.com](http://www.NCAA.com) for more details about the Association, its goals and members and corporate partnerships that help support programs for student-athletes. The NCAA is proud to have the following elite companies as official Corporate Champions - AT&T, Capital One and Coca-Cola - and the following elite companies as official Corporate Partners - Enterprise, Hershey's, The Hartford, LG, Lowe's, Planters, State Farm and UPS.

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Source: The Coca-Cola Company