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One Band. 24 Hours. A Brand New Song Inspired by Fans across the World

Coca-Cola and Maroon 5 Set to Make Music History with the "Coca-Cola Music" 24hr Session

ATLANTA--(BUSINESS WIRE)-- On March 22, live from London, Coca-Cola and Maroon 5 are going to bring fans from around the world together for an unforgettable moment.

For one epic session, fans will be invited to inspire the band as they compose an original song in just 24 hours. Enabled by innovative interactive projection technology, fans will be given a virtual all-access pass to the recording studio by visiting www.coca-cola.com/music*, where they will be able to interact with the band and lend their creative inspiration to lyrics, riffs and rhythms for the new song. They'll get to contribute throughout the process and, at the end of 24 hours, will have helped inspire a hot new Maroon 5 track to share with the world.

"Coca-Cola has a long history of using the power of music to bring people together from around the world in the most relevant and compelling ways," said Joe Belliotti, Director of Global Entertainment Marketing, The Coca-Cola Company. "We are excited to be working with Maroon 5. They have a huge global following and a strong track record of producing great music. They have worked closely with us to help shape the event and ensure the session will be a fun and engaging experience for fans no matter where in the world they are." The 24hr Session is part of "Coca-Cola Music," an innovative new music program from Coca-Cola that will give teens the inside track on the creation of music and the opportunity to view the industry's leading artists at work.

Streamed live at www.coca-cola.com/music*, the 24hr Session will use the real-time speed, global impact and social power of the web, to create a unique and truly ground-breaking experience for the band and fans.

The studio will be fitted out with cutting edge technology to allow the band to communicate with fans from across the world. The interactions will be centered on a movement based projection system that will stream the thoughts, inspiration and comments of fans onto the studio walls and direct to the band. Rather than gathering around a computer, the surfaces in the studio will be the canvas that will enable the band to interact directly with fans.

"This is the most ambitious and experimental effort in music Coca-Cola has ever undertaken. For the 24hr Session, we are deploying and developing new and emerging technologies to allow as many people as possible to be part of the event and gain insight into the creative process that goes into making great music," commented Joe Belliotti.

Throughout the 24 hours, fans will be asked to send in words, pictures and comments to inspire the creation of the song and will even have a chance to ask questions and vote for different options put to them by the band.

Adam Levine of Maroon 5 comments, "The band all remembers when we were younger and making music in our bedrooms, trying to imitate our heroes. To be part of something global like this that gives an insight into what happens behind closed doors is really exciting. We're looking forward to being part of the 'Coca-Cola Music' 24hr Session and welcoming the world into our creative process."

Activating the brand's extensive global fan network, the 24hr Session will be promoted to over 20 million consumers via the Coca-Cola Facebook page. The @CocaCola Twitter account will be used to keep fans informed about what is happening in the studio, invite inspiration as well as post updates and questions from the band. Also helping to spread the word and encourage participation, bloggers from nearly 20 countries will be onsite to keep their followers informed and involved in the process.

The Coca-Cola Company

The Coca-Cola Company is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Led by Coca-Cola, the world's most valuable brand, the Company's portfolio features 14 billion dollar brands including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply and Georgia. 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 1.7 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. For more information about our Company, please visit our website at www.thecoca-colacompany.com.

NOTE TO EDITORS

- *The global digital hub, www.coca-cola.com/music will go live on March 1. The online destination for consumers to access the event may vary by market. Please check with your local Coca-Cola office for details.
- Music fans in the U.S. can experience the 24hr Session at www.mycoke.com "Real Time" updates including images, footage and news will be made available throughout the duration of the session. To sign up for these updates and to ensure that you receive the latest news leading up to the "Coca-Cola Music" 24hr Session, please send an e-mail to 24hrupdates@lexis.com. Please state the preferred format that you will require content to be sent.
- Footage from the session will also be available to download at www.thecocacolacompany.com/presscenter.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6629599&lang=en>

Source: The Coca-Cola Company