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Coca-Cola® Sails With Telenovela Fans and Families on Disney Cruise Line®

Jacqueline Bracamontes and Cristián de la Fuente help launch families aboard a magical dream vacation

MIAMI--(BUSINESS WIRE)-- Six winners who wished upon a star will find themselves surrounded by breathtaking ocean views and animated motion picture characters after meeting two of their favorite telenovela stars in Miami. Through the Coca-Cola Telenovela Club, these winners and their families will embark on an unforgettable experience to mix and mingle with Jacqueline Bracamontes and Cristián de la Fuente before boarding the Disney Dream® cruise ship on a 4-Night Bahamian Cruise Adventure. The excitement begins on Friday, January 27 when the winners and up to five additional guests, convene in Miami, FL for the start of their magical journey.

“As part of our ‘Open Happiness’ campaign, the Coca-Cola Telenovela Club continues to find new and innovative ways to make our consumer’s dreams come true,” said Al Rondon, Senior Brand Manager, Hispanic Marketing, Coca-Cola North America. “In this edition of the Coca-Cola Telenovela Club, we’re offering the unique opportunity to meet two popular telenovela stars through an unforgettable trip. This is how the Coca-Cola Telenovela Club will continue its ongoing promise to ‘open’ happiness and make dreams come to life.”

Two of the winners were selected through an online sweepstakes at www.mycokerewards.com, and the remaining four were awarded through sweepstakes with radio partners in New York, Chicago, Dallas and Houston. The six grand prize winners will receive complimentary round-trip air fare and hotel accommodations for themselves and their guests, as well as a full itinerary of exciting activities with the stars in Miami, including an evening gala. Following these star-studded events, the winners and their guests will receive roundtrip transportation to Port Canaveral and board the Disney Dream, the newest ship in the Disney Cruise Line fleet. In addition, they will receive a \$500 on-board credit to enjoy throughout the four day cruise. Their experience will conclude with a Coca-Cola VIP farewell party to celebrate their memorable trip.

“Being able to connect with some of our biggest fans is one of the best parts of what we do,” said Bracamontes. “They’re our motivation, which is why we are delighted to be part of the Coca-Cola Telenovela Club in what promises to be a truly unforgettable event.”

The Coca-Cola Telenovela Club is part of the Company’s overall 2012 Hispanic marketing effort, which features both traditional and non-traditional media, including radio, digital, and retail point-of-sale elements. Fans should look out for more Coca-Cola Telenovela Club events in 2012.

About My Coke Rewards:

With more than 18 million registered members, www.mycokerewards.com is one of the top consumer packaged goods loyalty websites and the number one beverage website in the U.S. My Coke Rewards helps consumers find lots of little and big things that put a smile on

their face every time they enjoy a Coca-Cola product. Consumers may join My Coke Rewards by going online and setting up a rewards account at www.mycokerewards.com. Members then accumulate points by entering the My Coke Rewards codes found under the cap or on inside flap of fridge packs of any of the hundreds of participating Coca-Cola products in a variety of brands and sizes. My Coke Rewards codes may also be found on bonus offers on cups, scratch cards and coupons. Members then easily redeem rewards for great prizes and gifts, enter sweepstakes or donate points to their local school, favorite charity or cause. Since its inception in 2006, My Coke Rewards members have entered more than 1 billion codes from participating brands.

About The Coca-Cola Company:

[The Coca-Cola Company](http://www.thecoca-colacompany.com) (NYSE: KO) 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, our Company's portfolio features 15 billion dollar brands including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, POWERADE, Minute Maid, Simply, Georgia and Del Valle. Globally, we are the No. 1 provider of sparkling beverages, ready-to-drink coffees, and juices and juice drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy our 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. Together with our bottling partners, we rank among the world's top 10 private employers with more than 700,000 system employees. For more information, please visit www.thecoca-colacompany.com or follow us on Twitter at twitter.com/CocaColaCo.

About Disney Cruise Line:

Since its launch in 1998, Disney Cruise Line has established itself as a leader in the cruise industry, providing a setting where families can reconnect, adults can recharge and kids can immerse themselves in worlds of fantasy only Disney can create. Today, Disney Cruise Line continues to expand its blueprint for family cruising with two new ships constructed by Meyer Werft in Papenburg, Germany. Filled with innovation and magical guest experiences, the Disney Dream ship sailed its maiden voyage in 2011, and the Disney Fantasy ship is scheduled to sail its maiden voyage on March 31, 2012. All cruises on the Disney Dream and Disney Fantasy ships stop at Disney's private island, Castaway Cay and originate from Port Canaveral, Florida. Across the fleet, Disney Cruise Line offers a wide variety of itinerary options for families including the Caribbean, Bahamas, Hawaii, Alaska and the Mexican Riviera, among others.

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