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“Coca-Cola Red Carpet LIVE!” Digital Preshow Gets Web Buzzing before American Music Awards®

EKOCYCLE™ with will.i.am brings eco-themed décor and music to red carpet

Sign on to www.cokemusic.com now to plan your American Music Awards® online preshow viewing party with help from Coca-Cola!

ATLANTA--(BUSINESS WIRE)-- Celebrities and music artists will walk the red carpet -- or should we say, “green” carpet -- in more sustainable style this Sunday, November 18th as they gear up for the American Music Awards® at the Coca-Cola Red Carpet LIVE! digital preshow.

On a special set, celebrity hosts will conduct interviews perched on furniture constructed with re-purposed objects atop a red carpet made from recycled materials. The diverse line-up, including Lance Bass, Kimberly Cole, Brad Goreski, Sean Kingston, Eden Sher, and Tristan Wilds, will get the inside scoop from artists heading into one of the biggest music events of the year.

The Coca-Cola Red Carpet LIVE! digital preshow will feature EKOCYCLE. This brand initiative from The Coca-Cola Company and global music icon and producer will.i.am is designed to inspire a social movement around living a more sustainable lifestyle.

Along with official EKOCYCLE blogger Sian Pierre Regis, will.i.am will share his vision for EKOCYCLE and showcase brand partners, Beats by Dr. Dre®, Case-Mate®, Levi’s® and New Era®.

Also on the EKOCYCLE program, Paraguayan musical group, The H20 Ensemble, will perform a mixture of popular hits from some of the nominees using instruments made from fully recycled materials.

The red carpet experience will get even more musical with a special performance from Jason Derulo and Alyssa Bernal. Bernal, the winner of the Coca-Cola Perfect Harmony Mix’On music collaboration was inspired by teens across the nation.

Over a span of five weeks three up-and-coming Latin artists, Maffio, Joey Montana and eventual winner Alyssa Bernal, came together to mix their unique styles. Together they highlighted their individuality and heritage through authentic, studio-recorded collaboration sessions. Through the digital platform www.coke.com/mixon, teens voted on their favorite collaboration and were able to keep tabs on how “their” artist was doing with a real-time leaderboard.

Along with choosing the winning artist to collaborate with Derulo, teens weighed in on weekly inspiration topics such as Jason’s red-carpet outfit, dance moves and what

instrument to use to perform the Coca-Cola 5-note melody.

To catch all of the excitement leading up to the Awards and find out how to plan their own AMAs® viewing party, people can head to www.cokemusic.com now through the day of the show. Fans can also submit questions for the hosts to ask live during the Coca-Cola Red Carpet LIVE! digital preshow.

The day of the AMAs® the cokemusic.com site will be transformed into an optimal viewing platform for the online preshow. Featured will be a big screen, live social feeds, live chats and details on how to win exciting prizes including Spotify subscriptions and a grand prize trip to the AMAs® in 2013.

“From music, to environmental initiatives and exclusive red carpet access to celebrities, Coca-Cola helps enhance the things that matter most to people,” said Stuart Kronauge, senior vice president, Coca-Cola Trademark, Coca-Cola North America. “With the Coca-Cola Red Carpet LIVE! digital preshow, we’re unifying key fan passions into one singular experience.”

The Coca-Cola Red Carpet LIVE! digital preshow will kick off at 5 pm EST / 2 pm PST live from Los Angeles, California.

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 1.8 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 associates. For more information, visit www.thecoca-colacompany.com, follow us on Twitter at twitter.com/CocaColaCo or visit our blog at www.coca-colablog.com.

About Dick Clark Productions, inc.

Founded in 1957, dick clark productions, inc. (dcp) is a leading independent producer of television programming. dcp produces perennial hits such as the "American Music Awards," "Golden Globe Awards," "Academy of Country Music Awards," and "Dick Clark's New Year's Rockin' Eve with Ryan Seacrest." dcp also produces popular weekly television programming, including "So You Think You Can Dance," and owns and maintains one of the world's most unique and extensive entertainment libraries, which includes more than 30 years of "American Bandstand" footage. For additional information about dcp, please visit www.dickclarkproductions.com.

About the American Music Awards

In 1973 Dick Clark created the American Music Awards to pay tribute to popular musicians from various genres of music and to put audiences in touch with the latest phenomena in

American music. Since its founding, the AMAs have honored and showcased the talents of some of the biggest names in the music industry. For press credential requests, please go to <http://pmkbnc.wufoo.com/forms/2012-american-music-awards-media-application/>. Archived footage and photography are available upon request.

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Source: The Coca-Cola Company