

February 9, 2015



# Coca-Cola Refreshes Loyal Fans with the All-New My Coke Rewards

One of the nation's largest consumer packaged-goods loyalty programs introduces a new look and new approach to rewarding consumers

ATLANTA--(BUSINESS WIRE)-- VIP access to the hottest events of the season and tropical vacations in the middle of winter can be expensive – unless they're free. These getaways are just a few ways members could be rewarded for their participation in the all-new My Coke Rewards loyalty program, which launched in late January.

To meet the evolving desires and expectations of members, the program has shifted from a traditional, transactional model to a content-based program driven by community and social interaction. Coca-Cola consumers can now engage with snackable, interactive content and activities organized around their personal passions, such as cooking, gaming and fitness, to earn valuable perks. The enhanced focus on content comes with an upgrade to the overall user experience of the program. Members will now enjoy the convenience and ease of a modern interface that is compatible across all mobile devices.

With the new My Coke Rewards program, members are rewarded on their terms for sharing content they are passionate about from the devices they use on a daily basis. The introduction of new ways to earn perks comes with an entirely fresh spin on rewards, as well. Members are still able to cash in points for their favorite Coca-Cola beverage coupons and retailer gift cards, but the latest rewards appear in the form of unique, memorable experiences, such as cooking classes with celebrity chefs and premier tickets to sporting events.

"My Coke Rewards has been celebrating our most passionate and loyal fans since 2006 – just for enjoying their favorite beverages. We're taking that commitment to the next level with this new digital platform by offering experiences that are more personalized, more social, and more valuable than ever," said Kim Gnat, Global Group Director, Digital Marketing. "With brand new marketing technology systems powering the loyalty platform, we are able to serve content direct to consumers based on their personal preferences and online behaviors. And by leveraging our partnerships, we're able to create one-of-a-kind experiences that only The Coca-Cola Company can offer."

Members who log on to [MyCokeRewards.com](http://MyCokeRewards.com) will find that they can now earn Bronze, Silver and Gold "status levels" by participating in the new social, interest-based activities. As members climb status levels, complimentary perks are unlocked, including bonus points and access to expanded rewards catalogs. The most substantial rewards are available to Gold status members.

For those looking to pay it forward, the new My Coke Rewards for Schools program offers new ways to donate to more schools than ever before. Members can support local schools by donating their My Coke Rewards points or cash to help eligible schools purchase physical education, sports, technology, art or classroom supplies. Through new partner Kula, a

charitable giving platform, schools will receive cash funds, giving them more flexibility to use the funds where they are needed the most.

All 23 million existing My Coke Rewards members will retain their current point balance simply by signing into MyCokeRewards.com using their existing account credentials and accepting the new terms and conditions. To see just how the new My Coke Rewards program work, check out this short [tutorial video](#).

### **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](#). Led by Coca-Cola, one of the world's most valuable and recognizable brands, our Company's portfolio features 17 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 1.9 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 Coca-Cola Journey at [www.coca-colacompany.com](http://www.coca-colacompany.com), follow us on Twitter at [twitter.com/CocaColaCo](https://twitter.com/CocaColaCo), visit our blog, Coca-Cola Unbottled, at [www.coca-colablog.com](http://www.coca-colablog.com) or find us on LinkedIn at <http://www.linkedin.com/company/the-coca-cola-company>.

The Coca-Cola Company  
**Lauren Thompson**, 404-676-3034  
[laurenthompson@coca-cola.com](mailto:laurenthompson@coca-cola.com)

Source: The Coca-Cola Company