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THE *Coca-Cola* COMPANY

The New Look of Mello Yello is Anything but Mello

Same great taste, same boost, same smooth citrus flavor, brand new image

ATLANTA--(BUSINESS WIRE)-- Mello Yello has a new attitude that is audacious and powerful, and its new design is bold and unapologetic, to reflect the passions and pride of the loyal Mello Yello fan. Mello Yello is now sporting a black, dauntless “MY” logo across vibrant yellow packaging, and silver “MY” on black packaging for Mello Yello Zero.

 Mello Yello (Photo: Business Wire)

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The delicious citrus flavor of lemon, lime and orange will remain the same, but

that’s where the old stops and the new begins.

“We hope that Mello Yello’s new attitude encourages those who love the outdoors to enjoy their favorite hobbies with a refreshing Mello Yello in-hand,” said Bobby Oliver, director, sparkling citrus brands. “We hope its loyal fans see the new look as something to be proud of, because we know the smooth citrus taste of Mello Yello and its fearless new look will work as hard as he does during his gritty adventures.”

Also a long-term, proud sponsor of the NHRA marquee national touring series, the NHRA Mello Yello Series logo has also been redesigned to reflect the grit and glory of high-speed drag racing.

Mello Yello’s new look is rolling into markets across the country and appears on all Mello Yello and Mello Yello Zero bottles and cans. The brand’s new “This is MY World” marketing campaign includes out-of-home advertising, radio and in-store point-of-sale in select markets. Visit MelloYello.com to learn more.

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 20 billion-dollar brands including, Diet Coke®, Fanta®, Sprite®, Coca-Cola Zero™, vitaminwater®, POWERADE®, Minute Maid®, Simply™, Georgia®, Dasani, FUZE® TEA 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, follow us on

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