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Coca-Cola Zeros in on James Bond

Global Partnership Confirmed with Coca-Cola Zero and QUANTUM OF SOLACE

ATLANTA--(BUSINESS WIRE)--

The Coca-Cola Company today announced that it has teamed its Coca-Cola Zero brand with the highly anticipated James Bond adventure QUANTUM OF SOLACE, which will be released worldwide November, 2008.

This is the first major promotional partnership for Coca-Cola Zero on an international stage since its successful launch in 2005. The partnership reinforces Coca-Cola Zero's masculine positioning, associating the brand with the much anticipated QUANTUM OF SOLACE.

Derk Hendriksen, global brand director for Coca-Cola Zero, said: "QUANTUM OF SOLACE is without a doubt one of this year's most anticipated film releases, and we are very excited to be a part of it. Coke Zero and Bond share an edgy persona and a global fan base, making this the perfect partnership."

Coca-Cola Zero will roll out a fully integrated marketing campaign across 35+ markets to support the partnership including television, cinema, print and outdoor advertising as well as on-pack, retail and theatre activation.

The brand's global advertising agency Wieden + Kennedy, Amsterdam is also creating a high-impact TV/Cinema spot to support the partnership. The spot begins with a nod to the familiar gun barrel sequence that traditionally opens every James Bond film, with Bond as a silhouette walking through a barren landscape. As Bond approaches a mysterious woman in order to retrieve the bottle of Coca-Cola Zero she holds in her hand, the earth cracks beneath their feet and the bottle is tossed into the air. The bottle and silhouettes, evocative of the famous Bond girls, swirl across the screen with images of bubbles and the bottle lands back in the women's hand as she races off in a sports car.

A chase ensues and the sports cars crisscross the landscape forming the familiar contour Coca-Cola bottle shape. Bond next overpowers several villains in an attempt to reach the girl and achieve his goal of recovering the Coke Zero bottle.

"By incorporating the traditional visual elements of a Bond film -- the trademark silhouettes, the sophisticated Bond girls and the high-energy action -- we are able to engage with our core target audience in a way that resonates with them," said Hendriksen.

The commercial also features an instrumental score from the film composed by Jack White, best known as part of the musical duo "The White Stripes."

Coca-Cola North America will activate the campaign across major U.S. cinema chains, where Coke Zero is now widely available at concession stands. The Coke Zero and QUANTUM OF SOLACE program will showcase the new cinema ad on thousands of

screens nationwide and include promotions on cups, popcorn bags, point of sale materials and other in-theater elements. The campaign will also feature a Facebook tie-in and a text-messaging promotion which will offer consumers the chance to win exciting Bond-themed prizes. An extensive retail program will be activated across the West region of the U.S. as well.

Daniel Craig reprises his role as Ian Fleming's James Bond 007 in QUANTUM OF SOLACE, the Metro-Goldwyn-Mayer Pictures/Columbia Pictures release of EON Productions' 22nd adventure in the longest-running film franchise in motion picture history. The film is produced by Michael G. Wilson and Barbara Broccoli and directed by Marc Forster. The screenplay was written by Paul Haggis and Neal Purvis & Robert Wade.

About The Coca-Cola Company

The Coca-Cola Company is the world's largest beverage company, refreshing consumers with more than 450 sparkling and still brands. Along with Coca-Cola, recognized as the world's most valuable brand, the Company's portfolio includes 12 other billion-dollar brands, including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid and Georgia Coffee. 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 1.5 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that protect the environment, conserve resources and enhance the economic development of the communities where we operate. For more information about our Company, please visit our Web site at www.thecoca-colacompany.com.

About EON Productions

EON Productions/Danjaq, LLC, is owned by the Broccoli family and has produced twenty two James Bond films since 1962, including QUANTUM OF SOLACE. The James Bond films, produced by Michael G. Wilson and Barbara Broccoli, make up the longest running franchise in film history and include the recent blockbuster films GoldenEye, Tomorrow Never Dies, The World is Not Enough, Die Another Day and Casino Royale. EON Productions and Danjaq LLC, are affiliate companies and control all worldwide merchandising of the James Bond franchise.

About Columbia Pictures

Columbia Pictures, part of the Columbia TriStar Motion Picture Group, is a Sony Pictures Entertainment company. Sony Pictures Entertainment (SPE) is a subsidiary of Sony Corporation of America (SCA), a subsidiary of Tokyo-based Sony Corporation. SPE's global operations encompass motion picture production and distribution; television production and distribution; digital content creation and distribution; worldwide channel investments; home entertainment acquisition and distribution; operation of studio facilities; development of new entertainment products, services and technologies; and distribution of filmed entertainment in 67 countries. Sony Pictures Entertainment can be found on the World Wide Web at http://www.sonypictures.com.

About Metro-Goldwyn-Mayer Inc.

Metro-Goldwyn-Mayer Inc. is an independent, privately-held motion picture, television, home video, and theatrical production and distribution company. The company owns the world's

largest library of modern films, comprising approximately 4,000 titles, and over 10,400 episodes of television programming. Its film library has received 208 Academy Awards(R), one of the largest award-winning collections in the world, and includes numerous successful film franchises, including James Bond, Pink Panther and Rocky. MGM is owned by an investor consortium comprised of Sony Corporation of America, Providence Equity Partners, Texas Pacific Group, Comcast Corporation and DLJ Merchant Banking Partners. For more information, visit www.mgm.com.

Source: The Coca-Cola Company