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A Million Ways to Say Thanks

My Coke Rewards Gives Away One Million Points in 60 Days

ATLANTA--(BUSINESS WIRE)-- We all know that the best things in life are free. And, who understands that better than My Coke Rewards, the program that gives you great stuff in return for doing something you love, drinking Coca-Cola beverages. My Coke Rewards is saying thank you to its 15 million members through the launch of its Million Point Giveaway promotion in August and September. In its biggest points giveaway to date, the Million Point Giveaway will spread that winning feeling to more than 70,000 members with daily instant wins. One lucky winner also will be awarded a 1,000 points shopping spree each day and a grand prize winner will be awarded 10,000 points each week.

Anyone who enters a code from a fridge pack of their favorite participating Coca-Cola beverage will have the chance to instantly win. To help these lucky winners spend their bonus points, My Coke Rewards is introducing a new, limited-time only awards catalogue featuring fabulous premiums like a portable DVD player, a flat screen TV, a mountain bike, a Coca-Cola can-shaped fridge and an oversized Coca-Cola shade umbrella. Of course, the grand prize pool also includes the highly popular Coca-Cola product coupons and gift certificates that are favorites with My Coke Rewards members.

"The Million Points Giveaway promotion is our way of thanking loyal members by giving them more of the things they love," said Julie Bowerman, group director of Interactive Marketing, Coca-Cola North America. "Since our inception in 2006, My Coke Rewards members have entered more than one billion codes and redeemed 20 million rewards."

To be eligible to play the Million Points Giveaway, consumers will need to join the My Coke Rewards program at www.mycokerewards.com.[1] My Coke Rewards members may then enter the code found on the inside of a fridge pack of their favorite beverages. Eleven brands are participating in the rewards program: Coca-Cola, Coca-Cola Zero, Diet Coke, Sprite, Minute Maid, Fanta, Vault, Barq's, Fresca, Pibb Xtra and Mello Yello. The promotion runs from August 1 to Sept. 30. One million points are up for grabs, so don't miss out on the great rewards!

About My Coke Rewards

With more than 15 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 (NYSE: KO) is the world's largest beverage company, refreshing consumers with more than 500 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(R), Fanta(R), Sprite(R), Coca-Cola Zero™, vitaminwater(R), Powerade(R), Minute Maid(R), Simply(R) and Georgia Coffee(R). 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 1.6 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 website at www.thecoca-colacompany.com.

[1] The Program is open to legal residents of the 50 United States (and the District of Columbia) who are 13 years and older at the time of enrollment. Some items for redemption may be available to those of various other ages from time to time, as indicated in the reward description. The Program is void where prohibited by law.

Source: The Coca-Cola Company