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"Burn" Ignites Global Partnership with Grammy Award Winning Artist, Producer and DJ David Guetta

Collaboration with global energy drink brand from The Coca-Cola Company will produce new music documentary

ATLANTA & PARIS--(BUSINESS WIRE)-- Fueling the fire within around the world, burn, an industry-leading energy drink, announced a global marketing partnership with Grammy Award-winning artist, producer and DJ, David Guetta. burn, now available in more than 80 countries, chose to align with Guetta, who represents a movement that embodies ambition, self-expression, tireless energy and purposeful creativity because of shared brand values. The collaboration will tap those attributes to create compelling new content that will bring fans intimate access to Guetta through a documentary-style film and inspire creativity through a competition for music producers.

"David Guetta, fueled by burn, mixes tunes at the Record Plant in Los Angeles, Calif. in March 2011" Photograph by Nabil.

"David Guetta embodies an ambition to inspire creativity in a global audience, which is why burn chose to collaborate with him," said Dan White, global group category director, energy beverages, The Coca-Cola Company. "His tireless desire to express himself through music, paired with the inspiration of the burn community will create experiences that will give burn consumers and Guetta fans motivation to act on their ambition."

Both Guetta and burn believe in inspiring action with those who want to leave their creative mark on the world 24/7. Through this special partnership, Guetta's legions of fans will get unique insight into what drives and motivates Guetta to act on his ambition and have opportunities to win concert tickets and access to intimate, once-in-a-lifetime experiences.

Throughout the year burn will also fuel Guetta's "F*** Me I'm Famous" (FMIF) events, among the most energetic and sought after nightlife events first held in Ibiza. A specially designed collector's edition package of burn will be created for FMIF events. The package will be used to sample burn at these parties around the world and in other promotional activities.

"Music has always moved individuals, inspiring creative expression and creating shared experiences," said Emmanuel Seuge, group director, worldwide sports and entertainment marketing, The Coca-Cola Company. "The vision of burn and Guetta is to fuel the passion to be bold, ambitious and fearless. Guetta is the perfect partner for that. What will unfold over the next two years we hope will entice Guetta fans to join the burn revolution."

burn also will collaborate with Guetta to produce a full-length documentary-style film that gives fans a first-time look at Guetta's life behind the scenes, revealing the private moments and experiences that fuel his drive, ambition and creative success.

David is always looking to discover new talent and create opportunities for others to follow their ambition. As part of the collaboration, burn studios and Guetta will initiate a project to allow fresh, new producers to get their music heard though a competition to be introduced during the course of the partnership.

"I am always looking for new ways to help and encourage people make music and share my passion," said David Guetta. "With burn, I am able to live out some amazing ideas for new producers to get started - and for my fans, give you a new experience to get close to me - I want to share the energy."

About burn

burn is a category leader in the global energy drink explosion. The red formula is a symbol of active fire, that provides David Guetta and other drinkers the energy needed to leave their original vision on the world. Dismantling category norms, consumers embody a live-out-loud mentality, without fear of boundaries created by society. Burn is a brand of The Coca-Cola Company.

About David Guetta

As one of the most in demand producers on the planet, double Grammy Award winning David Guetta has taken electronic music out of the confines of the global underground, where he reigns as the number one house DJ. Joining hands and forces with some of the biggest names on the urban scene including will.i.am, Rihanna, Akon, Kid Cudi and Kelly Rowland, while introducing some undiscovered talents, Guetta has taken Dance music to another level. He has brought together music scenes that co-exist but didn't often mix-like NERD, Timbaland and Kanye before but from another perspective. Call it Electro-Hop, Hip House, or whatever you want, but it's been the defining sound of 2010. Since he produced 'I Gotta Feeling' for the Black Eyed Peas and released his 4th studio album 'One Love' in August 2009, Guetta has sold over 3 million albums and 20 million singles, performed over 200 shows and raised 16 million fans on Facebook. Guetta's fifth studio album will be released in August 2011. For more information please visit www.davidguetta.com

About The Coca-Cola Company

The Coca-Cola Company 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, the Company's portfolio features 14 billion dollar brands including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply and Georgia. 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 1.7 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. For more information about our Company, please visit our website at www.thecoca-colacompany.com.

Note to editors: Photograph to accompany this press release is available online at www.thecoca-colacompany.com

Photos/Multimedia Gallery Available: http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6666776&lang=en

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