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Coca-Cola Launches Refreshing New Programming Celebrating London 2012 Olympic Games

Coca-Cola 8-Pack of Athletes serve as centerpiece of new integrated marketing effort; eight new TV spots to air featuring the Athletes

ATLANTA--(BUSINESS WIRE)-- As the world's best athletes prepare for competition in London, Coca-Cola, the longest continuous supporter of the Olympic Movement, is giving fans a closer look at some of Team USA's most intriguing personalities through a uniquely optimistic lens – emphasizing the values of community, connection and support.

This new work combined with the "Move To The Beat" global music collaboration, is the largest Olympic-themed marketing effort for The Coca-Cola Company, which has sponsored the Games since 1928. The new program spans advertising, limited-edition packaging, experiential marketing, online and mobile engagement and public relations; and includes eight new commercials spotlighting the inspirational stories of the Coca-Cola 8-Pack of Olympic and Paralympic Athletes: David Boudia (Diving), Henry Cejudo (Wrestling), Marlen Esparza (Boxing), John Isner (Tennis), Shawn Johnson (Gymnastics), Jessica Long (Paralympic Swimming), Alex Morgan (Soccer), David Oliver (Track & Field).

"The new work captures the individual stories of support of our athletes on their Olympic journeys," said Katie Bayne, President and General Manager, Sparkling Beverages, Coca-Cola North America. "Just like Coke, the energetic stories are all about patriotic optimism."

Limited-Edition Packaging

New limited-edition packaging can currently be found on store shelves nationwide. Multiple limited edition packaging phases and materials will rotate into the market now through the end of the Games in August, encouraging people to collect, get active, and support some of their favorite athletes and sports. Specially designed cans and fridge packs showcase action-shot silhouettes of Coca-Cola 8-Pack of Athletes.

Advertising

Eight new ads highlighting the stories of athletes in the Coca-Cola 8-Pack will air across the networks of NBCUniversal, as well as in cinemas in heavy rotation throughout the Games. All of the spots urge audiences to support their athletes by purchasing Coca-Cola Olympic Games Collector Series cans.

1.) Olympian **David Oliver** tells us the importance of support from his family, coaches and his friends, and how now he always remembers to give back.

2.) Olympic Gold Medalist **Shawn Johnson** remembers the importance of the support of her whole community in helping her excel.

3.) **Marlen Esparza**, who will compete in women's boxing in London, the Olympic debut for the sport, shares how her father is her constant support in becoming the ground breaking athlete she is today. This spot will be featured in Spanish on Telemundo.

4.) **Jessica Long**, a Paralympic swimmer and seven-time Paralympic Games Gold Medalist, shows us her global support network that has been such a big part of her life. Coca-Cola is also a long-time partner of the Paralympic Games.

5.) "**Support Montage"** highlights the athlete's core elements – speed, strength, toughness and happiness – revealing the common thread that runs throughout: their need for support in their path to the Olympic Games.

6.) **"Ceremony III"** celebrates Coca-Cola's long-standing support of the entire Olympic Movement. Coca-Cola has produced the third iteration of its Ceremony TV commercial, originally released in 2008 and updated in 2010. This year's spot features Olympic, Paralympic and Special Olympics athletes receiving their medals in scenes from competitions over the last several decades. New this year are some members of the Coca-Cola 8-pack of Athletes.

7. and 8.) Two 15-second animated commercials bring the collector cans to life through animated silhouettes in the style of the new can designs. One spot features hurdling (Oliver), gymnastics (Johnson) and diving (Boudia); another focuses on soccer (Morgan) and tennis (Isner).

All spots, created by Ogilvy & Mather, Wieden + Kennedy and Leo Burnett, are part of Coca-Cola's Open Happiness campaign.

Online Engagement & Promotion

MyCokeRewards.com/theOlympics will serve as the digital hub designed to bring families closer to the Coca-Cola 8-Pack of Athletes. Activation on the site features the Coca-Cola 8-Pack of Athletes during a 10-week program that includes interactive athlete quizzes, instant-win prize opportunities and enter-to-win sweepstakes. Consumers can win customized prize packs designed to encourage healthy, active activities through items inspired by the athletes' sports.

Coca-Cola also is encouraging teens to move to the beat of the 2012 London Olympic Games when they visit coca-cola.com/theOlympics. There, they can access special content that allows them to create a custom music beat, explore information on members of the Coca-Cola 8-Pack and sign up for SMS alerts during the Games.

In addition, Coca-Cola kicks off "On the Go with D.O.," a My Coke Rewards promotion offering a once-in-a-lifetime opportunity for moms to bring 2008 Olympic bronze medalist David Oliver (also known as "D.O.") to their children's school for an exciting "field day" of athletic activities. In the true spirit of the Olympics, "On the Go with D.O." is designed to inspire consumers to get physically active with their families and rally the community together to cheer on Team USA as they compete in London for the gold. It's just one more way Coca-Cola is encouraging healthy activity: http://www.youtube.com/watch?v=EpQtacOgjks&feature=relmfu.

The program also will come to life at retail. For the first time ever, Coca-Cola will execute unique programs with 127 individual customer accounts.

Public Relations

Coca-Cola offered fans a unique opportunity to see themselves in lights – larger than life – in the heart of New York City's Times Square. By visiting Coke.com/Cheers, fans were able to upload a personal photo and brief message supporting Team USA hopefuls and athletes. If selected, their images and accompanying notes will appear on the giant, six-story Coca-Cola Times Square billboard on July 18. Participants will receive a composite photo illustrating how they appeared on the big screen, which can be shared through social media and printed as a keepsake.

The Company also has partnered with 22 Olympic Torchbearers through traditional and social media outreach.

Experiential Marketing

The Coca-Cola Swelter Stopper is a mobile marketing unit that will be present at more than 80 events throughout the summer. Expected to host approximately 400,000 consumers, its interior reflects the look and theme of the 2012 London Olympic Games and features blasts of frosty air to provide refreshing relief to visitors in the summer heat. The experience also includes:

- An ice bar with a "perfect serve" Coca-Cola sampling experience
- The ability for visitors to participate in the Coke Cheers program by uploading a photo and a message of support for the chance to appear in a montage "Cheers" video, which will be featured on Coca-Cola's social channels during the Games
- An opportunity to view Olympic Games footage and take part in interactive challenges

The Coca-Cola Swelter Stopper also features a recording studio and photo station, providing consumers with a memento that captures the experience.

About Coca-Cola and the Olympic Movement

The Coca-Cola Company has been an Olympic partner for 84 years and is the longest continuous corporate supporter of the Olympic Movement. The Company works with National Olympic Committees in more than 200 countries to help athletes train and compete. More than 90 percent of the Coca-Cola system's investment in the Olympic Games is directed to athlete development and to assist in staging the Games.

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, the world's most valuable brand, our Company's portfolio features 15 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 1.8 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 employees. For more information, please visit www.thecoca-colacompany.com or follow us on Twitter at twitter.com/CocaColaCo.

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