July 1, 2015

vitaminwater® Announces Project Hustle Finalists

Ten finalists were chosen in a nationwide search, and now it's up to the public to decide which projects get funded

NEW YORK--(BUSINESS WIRE)-- Project Hustle, the crowdfunding-inspired program by **vitamin**water®, held a nationwide search for aspiring entrepreneurs, artists-in-training, dreamers and future film directors to find the next idea that breaks the status quo, glass ceiling, or simply, the internet.

Each finalist has the opportunity to see whether their dreams can become reality, and the chance to win up to a total of $500,000 (across ten finalists) to bring them to life. The top ten best and brightest ideas were chosen in the following five categories: music, film, fashion, art and technology.

Beginning July 1, through August 31, **vitamin**water will put the power into the public's hands to decide which of these finalists will potentially have their projects funded up to $50,000 each. Check out all of the finalists' projects at www.projecthustle.com and www.youtube.com/vitaminwater.

To fund projects, participating **vitamin**water and **vitamin**water zero™ bottle caps will contain a code that people can enter online at www.projecthustle.com. Each code holds a specific "virtual dollar" value, which can be allocated to one of the ten finalists' projects. Backers ***can*** be choosers, right? No entrepreneur has made it to the top without some help, so as a thank you, every valid code entered wins a prize that is tied to the value of the code.

"Our ten finalists are some of the best and brightest creators in the nation, and we can't wait to see how their projects come to life," said **vitamin**water Senior Brand Manager, Ryan Robertson. "**vitamin**water began as a small start-up in Queens, so we understand that hard work pays off. Project Hustle is our way of supporting these enterprising artists at the beginning of their journey, relentlessly hustling towards and pursuing their dreams."

To keep up with the excitement of Project Hustle, follow **vitamin**water (@vitaminwater) on Twitter and Instagram, and join the conversation at #projecthustle and #hydratethehustle.

This summer, be on the lookout for **vitamin**water hustle counters in New York City, Boston and Philadelphia, as we hand out a "million moments of motivation," to fuel your hustle. Consumers will get a moment of motivation and complimentary **vitamin**water.

For official contest rules, prizing information, odds of winning, and more information, please visit: www.projecthustle.com

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® 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 e 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 Twitter at twitter.com/CocaColaCo, visit our blog, Coca-Cola Unbottled, at www.coca-colablog.com or find us on LinkedIn at www.linkedin.com/company/the-coca-cola-company.

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