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What's Happening to Diet Coke®?

OH, NOTHING. AND EVERYTHING.

ATLANTA--(BUSINESS WIRE)-- Diet Coke — the same crisp, iconic taste launched in 1982 O.G. Diet Coke — isn't changing. (You don't mess with a good thing.)

After 35 years, Diet Coke is relaunching in North America with a full brand restage, including a sleek new look, modern design, new campaign and the addition of four bold, new flavors to the Diet Coke family: Diet Coke Ginger Lime, Diet Coke Feisty Cherry, Diet Coke Twisted Mango and Diet Coke Zesty Blood Orange. The new packaging and flavors will hit store shelves beginning in mid-January. (Photo: Business Wire)

But the Diet Coke you think you know is history. We're re-launching with a bold new look, a fresh attitude, and four delicious new flavors, which join the iconic original.

Why?

Because every good icon knows that evolution is everything. That's why we're rolling out a modern design and adding new sleek cans – still 12 ounces with that old-school Diet Coke vibe and great taste.

Because after speaking to more than 10,000 people and spending years exploring all kinds of combinations like tropical, citrus and even botanical notes, we found magic. Introducing Diet Coke Ginger Lime, Diet Coke Feisty Cherry, Diet Coke Zesty Blood Orange and Diet Coke Twisted Mango into the Diet Coke family. Trust us when we say, you haven't tasted anything like this before.

And finally, we're switching things up because change is delicious and *because we can*.

So whether you're a longtime fan, or just the type who's down to try new things, give Diet Coke a taste and you'll see what we're talking about.

Want the full scoop? Read "Diet Coke Launches into 2018 with Full Brand Restage in North America" on *Coca-Cola Journey* at www.coca-colacompany.com/dietcokerelaunch.

About The Coca-Cola Company

The Coca-Cola Company (NYSE: KO) is the world's largest beverage company, offering over 500 brands to people in more than 200 countries. Of our 21 billion-dollar brands, 19 are available in lower- or no-sugar options to help people moderate their consumption of added sugar. In addition to our namesake Coca-Cola drinks, some of our leading brands around the world include: AdeS soy-based beverages, Ayataka green tea, Dasani waters, Del Valle juices and nectars, Fanta, Georgia coffee, Gold Peak teas and coffees, Honest Tea, Minute Maid juices, Powerade sports drinks, Simply juices, smartwater, Sprite, vitaminwater, and Zico coconut water. At Coca-Cola, we're serious about making positive contributions to the world. That starts with reducing sugar in our drinks and continuing to introduce new ones with added benefits. It also means continuously working to reduce our environmental impact,

creating rewarding careers for our associates and bringing economic opportunity wherever we operate. Together with our bottling partners, we employ more than 700,000 people around the world. For more information, visit our digital magazine Coca-Cola Journey at www.coca-colacompany.com, and follow The Coca-Cola Company on Twitter, Instagram, Facebook and LinkedIn.

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