

The Coca-Cola Company
news
release



Rock music on the **Coke** side of life

KORN , ***MUSE*** , ***CHRIS CORNELL*** , ***KAISER CHIEFS*** , ***GOOD CHARLOTTE***

30 SECONDS TO MARS , **PRIME CIRCLE***

WONDERBOOM (JHB Only)* , ***CRASH CAR BURN*** (JHB Only)* , ***LONEHILL ESTATE*** (JHB Only), ***VAN COKE KARTEL*** (CPT Only) and the ***SHY GUEVARAS*** (CPT Only)

These are bands converted to the Coke Rock Side of Life who will share the stage at the MY COKE FEST 2008.

Brought to you by Coca-Cola South Africa and, 5fm in association with Big Concerts, the 12- hours of straight rock set to take place on March 21 in Johannesburg at the Newmarket Racecourse and on March 24 in Cape Town at Kenilworth Racecourse is definitely the hottest line-up to date!

To give you the most memorable and ultimate rock experience at MY COKE FEST 2008, below find interesting 'DID YOU KNOW?' information on the music festival.

MY COKE FEST 2008 GENERAL INFORMATION TO INTEREST YOU

- There are approximately 80 000 litres of Coca-Cola and 50 000 meals available at 25 vending outlets and 80 mobile vendors in Joburg.
- There are approximately 50 000 litres of Coca-Cola and 30 000 meals available at the 15 vending outlets and 40 mobile vendors in Cape Town.
- There'll be 8 drum kits on stage.
- 130 Guitars will go through almost 2,000 guitar strings.
- 1,150 audio channels per show will be patched through the audio consoles.

- 600 toilets in total for the 2008 MY COKE FEST - 350 in Johannesburg and 250 in Cape Town.
- 60 Medics and 2 doctors will on call on the MY COKE FEST 2008 grounds.
- A total of 435 Security Personnel will be present across both shows for your safety.
- Parking for 11,400 cars - 7,000 in Johannesburg and 4,400 in Cape Town.
- Newmarket Venue Size - 105,000 square meters.
- 24 kilometres of cabling.
- 90,000 liters of water available to quench your thirst.
- The total size of bar space at the Joburg festival adds up to a whopping 200 metres, with 210 bar counters and 64 draught taps that will be manned by 300 barmen who will serve more than 64 000 litres of beer, ciders and spirit coolers that will be cooled for more than 4 days in 6 refrigerated containers.
- The total size of bar space at the Cape Town festival adds up to a whopping 100 metres, with 100 bar counters and 32 draught taps that will be manned by 150 barmen who will serve more than 32 000 litres of beer, ciders and spirit coolers that will be cooled for more than 4 days in 2 refrigerated containers.
- 37 trucks will be transporting the equipment between the two cities - Johannesburg and Cape Town.
- A brand new line array sound system pushing out a potential 100,000 watts of sound will be used.
- There'll be 25 heavy duty industrial generators per site.
- Lights - 320 stage lights including more than 200 automated fixtures.
- Stage size for each city is 1775 square meters.
- Number of employees working on My Coke Fest 2008 1,500 people, including more than 200 international guests who flew approximately 2,5 million airmiles en route to South Africa. This crew will consume over 7,500 meals and 4,500 cups of coffee on site.
- There'll be 280 meters of heavy duty crowd barrier.
- An effort has been made to green the festival this year and the objective is to have 95% landfill diversion. 10 recycling kiosks with 10 240 litre bins each will be placed in key areas around the festival site. The bins will be labelled Plastic, Landfill, Glass, Organic/Food Waste/Paper & Cardboard) and Cans. More than 250 staff will man the kiosks to ensure separation at source, rove through the crowds collecting waste and run the bins to a back of house recycling facility. The back of house recycling facility will have RoRo bins for recyclable waste, skip bins for landfill material, a skip bin for glass, 8 compost tumblers and 1 glass- and can chipping machine. Organic materials will be put

through a composting process using specialized compost tumblers and a recycling company will collect the recyclable material for processing. The compost derived from the organic refuse will be used to plant more than 400 fruit trees at disadvantaged schools to offset the carbon emissions generated from the concert.

PROHIBITED ITEMS: (not applicable to: On duty-State Security, Emergency Services & Metro Police)

- Firearms and ammunition
- Knives, weapons or sharp metal objects
- Explosives
- Tear gas, mace or similar airborne chemical agents
- Narcotics unless prescribed
- Studs or similar ornamental items
- Glass, cans, metal receptacles and cooler boxes
- Musical instruments (e.g., Air horns, trumpets, drums, etc.)
- Alcoholic beverages
- More than one litre of water
- Professional cameras, video recording or sound equipment;
- Items, which could cause a nuisance (e.g. Lasers, radios without ear pieces, large photographic flash lights, etc.)
- Items which could cause injury (e.g. Bicycles, skateboards, sharp pointed umbrellas, spiked wristbands, chains, heavy boots)
- Handouts which could cause a nuisance or injury
- Fireworks and flares
- Banners or flags with either vulgar, racist, sexist, discriminatory, inflammatory or offensive content
- Animals
- Any object which the organisers or their duly appointed officials may, in their discretion, deem to be dangerous, disruptive, offensive or likely to compromise safety & security at the venue

PLEASE NOTE:

- Limited ATM Facilities available so please bring cash - besides the food and beverages, over 5,000 items of merchandise will be on sale.
- Remember Sunscreen and a hat.

- Gates open at 10:00am
- A disabled platform will be available at each venue

MY COKE FEST 2008 RUNNING ORDER

Johannesburg	Cape Town
Lonehill Estate	Shy Guevaras
Crash Car Burn	Van Coke Cartel
Wonderboom	Prime Circle
Prime Circle	30 Seconds to Mars
30 Seconds to Mars	Kaiser Chiefs
Kaiser Chiefs	Good Charlotte
Good Charlotte	Chris Cornell
Chris Cornell	Muse
Muse	Korn
Korn	

Get ready to be rocked to the core!
 TWELVE HOURS, TWO CITIES, 12 BANDS

TOUR ITINERARY

Friday, 21 March 2008 - Newmarket Racecourse, Johannesburg (Gates open at 10h00)

Monday, 24 March 2008 - Kenilworth Racecourse, Cape Town (Gates open at 10h00)

TICKET PRICES (JOHANNESBURG AND CAPE TOWN)

Golden Circle (JHB SOLD OUT)-	R600.00	(INCLUDING	Computicket	service
	charges)			
General Admission -	R400.00	(INCLUDING	Computicket	service
	charges)			
General Admission (Student)	R330.00	(INCLUDING	Computicket	service
	charges)			

BOOKING AT COMPUTICKET

Outlets country-wide

Computicket Internet Site

www.computicket.com

Computicket Call Centre

083 915 8000

FOR MORE INFORMATION GO TO WWW.MYCOKEFEST2008.CO.ZA

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