

The Coca-Cola Company

news release

Coca-Cola and Golden Lions Rugby Union Announce An Exciting Partnership

Johannesburg, 3 July, 2008 – Coca-Cola and the Golden Lions Rugby Union, two of the country's iconic brands in the world of sports, are pleased to announce an exciting partnership which will see the Ellis Park stadium renamed to Coca-Cola Park.

This partnership, which kicked off on July 1, follows the signing of a renewable, four-and-a-half-year sponsorship deal between Coca-Cola South Africa (CCSA) and the Golden Lions Rugby Union (GLRU). It is in line with Coca-Cola's long history of involvement with popular sports, such as football and rugby, and entertainment, specifically music.

Announcing this partnership, CCSA Marketing and Commercial Leadership Director Ilan Sobel said the company was excited to enter into this partnership with the GLRU, owners of the stadium. He said the partners looked forward to making Coca-Cola Park the country's most sought-after venue for top rugby and football matches, as well as local and international music events. "Coca-Cola" and Ellis Park are indeed the perfect fit in creating COCA-COLA PARK. For Coca-Cola, the partnership fits in with our brand strategy, our approach to consumers and fans, and our belief and commitment around key passion points of consumers." Sobel said.

GLRU President Professor Jannie Ferreira concurred, saying that his union could not have found a better partner for this venture. Coca-Cola, he said, was a reputable international brand that had a long association with top sporting events like the FIFA World Cup, the Olympics and the Rugby World Cup, and the GLRU looked forward to a great partnership with CCSA.

CCSA and the GLRU believe that their partnership is in line with their understanding of the vision of the City of Johannesburg to turn the Ellis Park

precinct – which includes the Johannesburg Athletic Stadium, the Indoor Arena, the Ellis Park Swimming Pool and the Tennis Arena – into a safe and attractive multi-sports entertainment area in Johannesburg.

Professor Ferreira said his union wanted to find appropriate synergy between the stadium's proud legacy and values and a company like Coca-Cola, which has a great history and shares a similar value proposition for its consumers. To achieve this vision, the GLRU needed more than a sponsor; instead, they needed a partner.

“We wanted a partnership that adds value to the community, supporters and stakeholders, a partnership that would focus on the look and feel of the stadium and precinct. We wanted a partnership that would give unbelievable experiences to lovers of football, rugby and music, and one that would work hand in hand to lift the profile of the stadium. We are certain that, in Coca-Cola, we have found such a partner,” said Professor Ferreira.

Mr Sobel explained: “Coca-Cola as a brand has always strived to inspire deep-rooted optimism in consumers. Over the past 125 years, the brand has inspired consumers from all backgrounds and cultures always to view life with an optimistic and positive lens. This is expressed in the brand's current campaign, “Live on the Coke Side of Life”.”

According to various studies, Coca-Cola is the most loved brand in the world. Through its long association with football, rugby and music, Coca-Cola has the ability to increase the profile and public perception of Coca-Cola Park Stadium.

The two partners' vision is that Coca-Cola Park will continue to deliver to the fans world-class entertainment in the forms of football, rugby and music. The partners look forward to a long, mutually rewarding relationship. The combined heritage and experience that the stadium and Coca-Cola have with football, rugby and music will continue to strengthen and add to the experiences of fans out there.

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The Coca-Cola Company

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