

The Coca-Cola Company
news
release

GOOD THINGS COME TO THOSE WHO WAIT

SUNDAY, AUGUST 31, 2008 – Top Billing fans are in for a 26-week treat starting on Saturday, September 6 with the launch of an exciting new television programme called TOP TRAVEL. The weekly travel programme, a joint initiative with Valpré Spring Water, will take viewers around the world in search of all things premium and rare.

Douglas Hey, Coca-Cola South Africa Strategic Marketing Manager for Still Beverages, says the concept of the series was developed as a way of bringing to life Valpré's new pay-off line: 'Worth the Wait'.

"In the same way that Valpré Spring Water takes up to 15 years to filter naturally through the earth, the show will explore the finer things in life that are time-honoured and Worth the Wait," said Mr Hey.

Each episode will explore some of the best travel destinations and experiences the world has to offer – from nature's most exotic deserts and waterfalls, gardens, diving destinations, top man-made ski resorts, hotels, train journeys, and through to the finest spas, exclusive island retreats and places to have high tea. Viewers will be taken on an armchair expedition they won't forget.

"We are very proud of this initiative as it speaks to the heart of what Valpré is about. We aim to give viewers something that's 'Worth the Wait' – just like Valpré, every week," said Mr Hey.

As an added bonus, all-expenses-paid trips to prestigious local and international destinations will be given away weekly, including to Tiffindale, the Cradle of Humankind in Gauteng, Singapore, London, Dubai and the Seychelles.

For the grand finale, a once-in-a-lifetime travel prize worth R600 000 will be given away to one lucky Grand Prize winner and partner, to the Seven Top Wonders of the World such as the Grand Canyon in the United States, Machu Picchu in Peru and the Colosseum in Rome. The prize includes Business Class air tickets, first class accommodation, as well as food and spending money.

The show will screen at 6pm on SABC3, every Saturday.

Ends

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Media Enquiries:

Sammy Mohlaoli
Senior Communications Manager
Coca-Cola South Africa
Tel: 011 644 0528
079 525 6934

The Coca-Cola Company

The Coca-Cola Company is the world's largest beverage company. Along with Coca-Cola, recognized as the world's valuable brand, the company markets four of the world's five nonalcoholic sparkling brands, including Diet Coke, Fanta and Sprite, and a wide range of other beverages, including diet and light beverages, waters, juices and juice drinks, teas, coffees, energy and sports drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate of 1.5 billion servings each day. For more information about The Coca-Cola Company, please visit our website at www.thecoca-colacompany.com.
