

The Coca-Cola Company
news
release

**COCA-COLA, IN CONJUNCTION WITH FIFA, LAUNCHES ZAKUMI,
THE OFFICIAL 2010 FIFA WORLD CUP MASCOT**

22 September, 2008 – Global soccer fans caught the first glimpse of Zakumi, the official 2010 FIFA World Cup™ mascot, on SABC1's Coca-Cola Soccer Zone programme which heralded the commencement of Coca-Cola's marketing campaign leading up to the biggest soccer spectacular in the world.

The Coca-Cola Company is one of the longest-standing corporate partners of Fédération Internationale de Football Association (FIFA), with a formal association since 1974 and an official sponsorship of the FIFA World Cup™ that began in 1978. Coca-Cola has had stadium advertising at every FIFA World Cup™ since 1950.

Through this partnership with FIFA, Coca-Cola was granted first viewing rights to Zakumi. Over the next two years the Company will be taking the mascot to as many South Africans as possible through numerous initiatives, the first being five Charities affiliated to the Company and its Bottling partners.

Coca-Cola will also introduce into the consumer market a series of six commemorative cans which will feature Zakumi and six related facts. When all six cans are collected, the consumer can enter into a competition to nominate a youngster that will be between the ages of 12 and 16 in 2010 to be a flag bearer at the first Bafana Bafana game. The competition commences in September and the final six winners will be announced on October 31.

“To stand on the field in front of a packed stadium just before South Africa plays its first game while the national anthem is being played is a once-in-a-lifetime experience that only Coca-Cola can offer local supporters,” said Bradford Ross, Coca-Cola Assistant Brand

Manager. “The mascot marks the start of Coca-Cola’s marketing campaign that will exercise rights attached to the 2010 FIFA World Cup™. From now onwards Coca-Cola will play a dominant role in helping to bring this high-profile event closer to the South African public.”

Given Coca-Cola’s global and local legacy and experience in soccer, the brand has developed a clear understanding of how to use the sport to communicate with the people who really matter – the consumers.

Explained Ross: “We play across three levels:

- local grassroots and development football, where we develop and nurture the stars of tomorrow in programmes such as the Coca-Cola Football Stars,
- ongoing support of Global properties such as the UEFA Euro Cup and the FIFA World Cup™,
- and being involved in the local everyday professional football of our country.”

He stressed that Coca-Cola was all about connecting with consumers’ passion points, “and we actively embrace one of the world’s biggest passions – Football.”

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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.
