

The Coca-Cola Company
news
release

Coca-Cola Soccer Zone unveils Zakumi, the official 2010 FIFA World Cup™ Mascot

26 September 2008 – Coca-Cola Soccer Zone is one of the leading review programmes that analyse local and world soccer events which would have taken place during the week. The show is an action-packed magazine programme which is aired on SABC1 on Monday evenings, between 21h00 and 22h00.

The programme consists of short and pacy highlights divided into local and international football news. The overall objective is to keep the public up to speed with the latest views and developments in the world of soccer. Contentious incidents on the field of play and rules of the game are addressed by the resident coach and guest speaker.

In preparation for the 2010 FIFA World Cup™, Coca-Cola South Africa and SABC Sport worked together to showcase the launch of the official 2010 FIFA World Cup™ Mascot, in a live broadcast on SABC1's Coca-Cola Soccer Zone.

“By showcasing the Mascot on Coca-Cola Soccer Zone, we are reaching the widest audience possible. This launch also kicks off Coca-Cola's 2010 FIFA World Cup™ Campaign, which includes a number of initiatives introduced into the local market, allowing soccer fans an opportunity to get closer to this spectacular event,” said Zayd Abrahams, Coca-Cola™ Strategic Marketing Manager.

In his comment, Mr Peter Kwele, Acting General Manager of the SABC's 2010 Unit, said: “The SABC is particularly proud to be an official broadcaster for the 2010 FIFA World Cup™. This is testimony to our commitment to bringing you world-class broadcasts and programmes that are entertaining and empowering, while championing the nation's readiness.”

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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 non-alcoholic sparkling brands, including Diet Coke, Fanta and Sprite, and a wide range of other beverages, including diet and light beverages, water, juices and juice drinks, teas, coffee, 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.