

The Coca-Cola Company
news
release

COCA-COLA ZERO™ BRINGS YOU THE BIGGEST MUSIC FESTIVAL OF 2009

Johannesburg, 21st January 2009 – Coca-Cola Zero™, 5FM and BIG Concerts (Pty) Ltd. are thrilled to announce the first ever COCA-COLA ZERO™ FEST , giving South Africans a taste of life as it should be.

“Coca-Cola Zero™ has taken the market by storm since its launch in August 2008 - its personality is different. It’s what consumers least expected, the taste we have always had of Coca-Cola but with zero sugar. The product is edgy and innovative – a perfect match for the Coca-Cola Zero™ Fest artist line up,” said Coca-Cola TM Strategic Marketing Manager, Zayd Abrahams.

Abrahams said: “Consumers can now believe that unbelievable things do happen: the brand has a series of exciting and unexpected initiatives around the *Believe It!* Theme, including Coca-Cola Zero™ Fest.”

The Coca-Cola Zero™ Fest will take place at Johannesburg’s New Market Racecourse on Friday, 10 April 2009 and Cape Town’s Ostrich Farm on Monday, 13 April 2009.

Believe It! Coca-Cola Zero™ will bring an unprecedented international and local line-up of the hottest rock bands, with 12 hours of rocking music and unbelievable experiences, making it the most adrenalin-fuelled festival in South Africa.

South Africa, standby for British Rock Royalty and possibly the world’s top headline live act - **OASIS**. By combining the melodies of the Beatles with the thunder of the Who, Oasis has arguably defined the sound of British rock for the past fifteen years. ...Believe It!

Oasis have sold over 50 million records worldwide, have eight UK number-one singles and have collected 15 NME Awards, five Brit Awards, nine Q Awards and four MTV Europe Awards. The band’s seventh studio album, titled *Dig Out Your Soul*, was released on 6 October 2008.

Oasis will be supported by melodic giants **Snow Patrol**, who were catapulted into the global spotlight with the 2006 album titled *Eyes Open*, the UK’s best-seller of 2006, which sold 4.7 million copies worldwide. It also contains the acclaimed “Best Song of All Time” by

listeners of the UK's Virgin Radio, the hauntingly beautiful *Chasing Cars*. The new album, titled *A Hundred Million Suns*, was released in October 2008 to critical acclaim.

Also featuring prominently this year will be **Panic at the Disco**, the Grammy-nominated, multiple-MTV- Award winning American rock band, characterised by its pop-influenced songs with theatrical touches, quirky techno beats, and perceptive lyrics. The band's 2005 debut album, *A Fever You Can't Sweat Out*, reached number 13 on the US Billboard 200, and has sold over 2.2 million copies since its release in September 2005. The band's second album, *Pretty. Odd.*, was released on March 25, 2008 and debuted at number two in the United States.

And introducing, the band that Q Magazine dubbed "The best British metal band to emerge in years", the Welsh metal-core band **Bullet For My Valentine** who spent most of the past two years taking over the world with massive U.K., European, U.S. and worldwide tours, sharing the stage with Guns N Roses, Metallica and Iron Maiden, playing the Main Stage at just about every rock festival on the planet!

The Coca-Cola Zero™ Fest will also feature local favourites like **Zebra and Giraffe, The Dirty Skirts**, and more to come.

"5FM is very excited to be part of Coca - Cola Zero™ Fest 2009. Oasis is a legendary band that many of our listeners grew up listening to and its live performance is sure to be spectacular. Snow Patrol and Panic! at the Disco have both had (and continue to have) chart success on 5FM. Coca- Cola Zero™ and 5fm look forward to giving our listeners the chance to see them live in SA at the Coca-Cola Zero™ Fest. For a taste of Panic! at the Disco's live performance, listen to 5FM's (Live)⁵ at 5pm on Saturday 24th January", said 5FM's Station Manager – Helen Graham.

Taste life as it should be – Real Coke Taste, Zero Sugar. Grab Coca-Cola Zero™, tune into 5FM and watch this space, as we announce more details.

Coca-Cola Zero™. Real Coke Taste, Zero Sugar – Believe It!

CONCERT DETAILS

Coca-Cola Zero™ Fest is presented by Coca-Cola Zero™ in association with 5FM. This is another BIG Concerts Experience.

The Coca-Cola Zero™ Fest 2009 will be a 12-hour festival featuring the best local and international rock bands, approximately 240 000 tons of steel, 750 000 lights, 3 000 staff, a 60 000 crowd expected and 250 000 Coca-Cola Zero™ cans!

FESTIVAL ITINERARY

Friday, 10 April 2009	-	New Market Racecourse, Johannesburg (Gates open at 11h00)
Monday, 13 April 2009	-	Cape Town Ostrich Farm, Cape Town (Gates open at 11h00)
Golden Circle	-	R600.00 - All Inclusive
General Admission	-	R375.00 - All Inclusive
General Admission (Student)	-	R299.00 - All Inclusive

BOOKING AT COMPUTICKET

Tickets on sale at COMPUTICKET outlets countrywide from early on Friday 23rd January 2009.

Computicket Internet Site	www.computicket.com
Computicket Call Centre	083 915 8000

To ensure that fans have the best experience, please note that the following items are prohibited at the Coca-Cola Zero™ Fest:

- Cameras
- Cooler boxes
- Food and Refreshments (including soft drinks and alcohol) which will be available for sale inside the festival)
- Weapons
- Illegal Drugs
- Professional recording equipment

For more info on Coca-Cola Zero™ Fest visit:

www.cokezero.co.za, www.5fm.co.za or www.bigconcerts.co.za

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For further media information, please contact:

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