

COCA-COLA ZERO FEST goes GREEN

COCA-COLA ZERO FEST 2009, in association with 5FM, is going green this year after the outstanding success in reducing landfill in both Johannesburg and Cape Town last year. In addition to the record attendance of 55,000 fans, MY COKE FEST 2008 made history as the largest greening event in South Africa's history. In total, the event created an incredible reduction in landfill waste of 81.5%, which amounts to a saving of over twenty-eight tons of solid waste material.

It is estimated that the conventional outdoor concerts, which support audiences from 18 000 to 50 000 for the duration of six to twelve hours, can produce over 2,000 tons of waste. This year Coca-Cola Zero Fest has a landfill diversion goal of approximately 2,750 tons, which is destined for recycling, composting or reuse.

The majority of emissions are from:

- Artists and crew air travel, ground transportation and accommodations – estimated 20% of greenhouse emission
- Audience transportation to the venue – estimated 45% of greenhouse emission
- Energy usage for production and special services - estimated 15% of greenhouse emission
- Landfill creation, transport and management – estimated 20% of greenhouse emission

Specialist waste management consultants, Go Green Organic, have addressed these carbon-producing activities through the following efforts: comprehensive

recycling, composting and reuse of waste materials. Further to the waste collection initiatives at COCA-COLA ZERO FEST, in an effort to offset the transport emissions from travel including all flights and vehicle transport, Go Green Organic will be planting 300 trees at disadvantaged communities. These trees will offset the carbon emissions created by the festival.

The approach used by organisers, Big Concerts, and their greening partners, Go Green Organic, offers a simple solution to the waste crisis faced in South Africa, through diverting reusable, recyclable and biodegradable waste away from landfills. This also demonstrates that this desired result can be achieved easily and cost effectively. Fans are encouraged to play their part too – not only at the event - but by sharing a ride with friends.

Coca-Cola Zero Fest in association with 5FM has already secured a stellar lineup that includes global heavyweights **OASIS, PANIC! AT THE DISCO, SNOW PATROL, BULLET FOR MY VALENTINE** and American Rockers, **THE RED JUMPSUIT APPARATUS**.

CONCERT DETAILS

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

FESTIVAL ITINERARY

Friday, 10 April 2009 - New Market Racecourse, Johannesburg
(Gates open at 11h00)

Monday, 13 April 2009 - 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 are on sale at COMPUTICKET outlets countrywide, and have been on sale as early as Friday, January 23, 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

Ends.

For more information, please contact:

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The Coca-Cola Company

The Coca-Cola Company is the world's largest beverage company, refreshing consumers with nearly 500 sparkling and still brands. Along with Coca-Cola, recognized as the world's most valuable brand, the Company's portfolio includes 12 other billion dollar brands,

including Diet Coke, Fanta, Sprite, Coca-Cola Zero, Vitaminwater, POWERADE, Minute Maid and Georgia Coffee. Globally, we are the No. 1 provider of sparkling beverages, juices and juice drinks and ready-to-drink teas and coffees. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate of nearly 1.6 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that protect the environment, conserve resources and enhance the economic development of the communities where we operate. For more information about our Company, please visit our Web site at www.thecoca-colacompany.com