

The Coca-Cola Company
news
release

COCA-COLA ZERO™, in association with 5FM, is giving you more!

16 February 2009 - Coca-Cola Zero™ and 5FM are thrilled to announce even more world-class talent that will take to the stage at the Coca-Cola Zero Fest™, which kicks off in Johannesburg on Friday, April 10, and then travels to Cape Town on Monday, April 13, for what is set to be the most anticipated music festival of 2009.

Coca-Cola Zero™ has already secured a stellar line-up that includes global heavyweights OASIS, PANIC! AT THE DISCO, SNOW PATROL and BULLET FOR MY VALENTINE. Now they're proud to announce the inclusion of American rockers: THE RED JUMPSUIT APPARATUS.

THE RED JUMPSUIT APPARATUS is Ronnie Winter (lead vocals, guitar, percussion), Duke Kitchens (guitar, piano, vocals), Joey Westwood (bass, vocals) and Jon Wilkes (drums, vocals), a group of friends who grew up together in Middleburg, Florida.

The name, THE RED JUMPSUIT APPARATUS, was chosen by placing random words on a wall, and then blindfolding one of the members for choosing a few words. Some other names that the band thought of using were "Umbrella Ninjas", and "Evil Slamina". (Evil Slamina being 'Live Animals' spelt backwards.)

Their Virgin Records debut, *Don't You Fake It*, which spent 62 weeks on *Billboard's* Top 200, eventually sold more than a million copies in the U.S. The platinum-plus single, "Face Down," which sold 1.5 million digital downloads, has been streamed almost 17 million times on MySpace and has since been retired after spending 52 weeks on the Top 20 Modern Rock chart (RJA is one of two bands to have done so). Charting at number 3 on the 5FM Top 40 in 2007, "Face Down" continues to playlist on 5FM in 2009.

Just a little over two years ago The Red Jumpsuit Apparatus released *Don't You Fake It*. *Lonely Road* was released on February 3, 2009.

"Now we're ready to get out there and show what we accomplished on this record," says Joey. "We're happy with our success, but we want to make it even better, for us

and our fans. It almost feels like we've been given a second life, like we're born again."

"We're taking this very seriously because we want to blow people away with these new songs," adds Ronnie. "It's a bit of a risk, a little departure, but it's still Red Jumpsuit. We're just playing cooler music... We're gonna give 'em hell," he concludes.

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 tons of steel, 750 lights, 3 000 staff, a 60 000 crowd expected and 25 000 Coca-Cola Zero™ cans!

FESTIVAL ITINERARY

Friday, 10 April 2009	-	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 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

Ends.

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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.thecocacola.com.