

*The Coca-Cola Company*  
**news**  
release

**SO, WHAT IS ALL THIS COMMOTION REGARDING “BEAT”  
ABOUT...?**

**Johannesburg, 26 February 2009** - Coca-Cola South Africa is proud to announce the launch of its exciting new brand, BEAT.

This is the first big brand launch by the company since the launch, in August last year, of Coca-Cola Zero, which has since taken the local market by storm.

The first-ever mainstream, vitamin-enriched soft drink aimed at action-seeking young adults looking for excitement and adventure, BEAT contains a unique formulation which includes Vitamin B, Guarana and Ginseng. It will hit the shelves in the first week of March, and we are sure that consumers will not miss a BEAT in their efforts to try out this exciting new product.

Commenting on the launch of this product, Coca-Cola South Africa Marketing and Customer Leadership Director Ilan Sobel said BEAT was unique to the local beverage market.

“We are excited about the launch of this brand in South Africa, which has very unique product characteristics. I am certain that BEAT will prove to be

a huge hit with young, adventure-driven consumers who are looking for a brand which fits their unique, action-driven lifestyles. BEAT, with its great taste and special ingredients, will certainly give consumers the extra BEAT that they need,” said Sobel.

A sparkling energy soft drink, BEAT stands out among its competitors because of the vitamin content and the inclusion of Guarana and Ginseng. An exciting, bold and break-through integrated marketing campaign will hit the streets soon.



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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 website at [www.thecoca-colacompany.com](http://www.thecoca-colacompany.com).