



14 October 2009

Coca-Cola releases 'Summer Yama SummAHHH' track featuring Hottest Youth talent produced by Lebo M

Coca-Cola and Lebo M bring together some of the hottest youth talent in South Africa to record this summer's biggest hit.

Johannesburg, October 14 2009 – The Coca-Cola Company in collaboration with Lebo M have come together to record and release a new track featuring some of the South Africa's hottest youth.

Launched 15 October, the track has been composed and produced by grammy award winning Lebo M and is earmarked to become the festive anthem during the coming Summer Holidays and well into the New Year. The song features the combined talents of Lebo M, Refi, JR and the three young superstars – the three young Superstars selected on Saturday from a country wide youth talent search. The song reflects the spirit of optimism and fun expressed in 'Open Happiness', the existing Coca-Cola campaign. Open Happiness will continue throughout summer by inviting Mzansi to open SummAHHH with the integrated *Summer Yama SummAHHH* campaign

Lebo M teamed up with Refi to compose the song, and Alexils Faku and Khotso Thahane to produce the musical collaboration. These award winning producers and composers set out to develop a South African inspired, cutting edge sound that brings the *Summer Yama SummAHHH* campaign to life. Lebo M has been responsible for some of the most popular music and productions of recent years and is a famed executive producer of The Lion King and FIFA Confederations Cup 2009 Opening and Closing Ceremonies.

"Open Happiness' is all about inviting people to share a little happiness and enjoy life's

simple pleasures. This is the summer before 2010, the year of opportunity and optimism for the youth of South Africa. To celebrate summer, the campaign aims to unleash, nurture and develop youth talent. Adding a youth development musical component to our Summer campaign is a natural progression to really build on our commitment to the development of the youth of our country in an exciting and inspiring way” said Zayd Abrahams, Head Of Marketing Sparkling Category Coca-Cola. “Working with established artists and music industry leaders and recently discovered grassroots potential brings together a unique mix of experience and fresh talent. We believe that, through the combination of music and our passion for youth development, we are able to enhance this message and help people to connect and have fun with the campaign.” Continued Abrahams.

Music will be embedded into the Coca-Cola Summer Campaign. The *Summer Yama SummAHHH* track will appear as the soundtrack to the Open SummAHHH TVC and be utilized as a vehicle outside of traditional advertising.

“The most valuable experience and inspiration is the opportunity to unearth unknown and untapped talent in the country. My new journey with Coca-Cola South Africa allows me the growth and platform to relive this awesome experience and fulfill my passion to nurture talent among the youth”, says Lebo M.

After an explosive weekend of auditions, final selections and recording the three winners have taken their first steps into the charts. “I am so ecstatic, this is quite an experience, it was my first time in studio and it was a good balance of work and fun”, commented eighteen year old Jabulane Gambu, from Bloemfontein

Added Neliswa Chiltha, a sixteen year old from Port Elizabeth “Words can’t explain, I just want to dance. This has been a great experience allowing me to step out of my shell, I feel blessed”.

Finally, Bianca Erasmus, a sixteen year old also hailing from Bloemfontein added “It was a great experience and I enjoyed it a lot. This is something I won’t forget and the experience will stay with me forever – everyone I worked with was awesome”

On hearing the final version of the song, Abrahams said “ Summer Yama SummAHHH

rocks! It captures the energy and relevance of Mzansi's young people”.

The song was released to radio on Thursday 15 October and will be supported by :

- www.coke.co.za - For free digital downloads
- Retail – Compilation album will be released by Gallo on 26 October
- Television - A music video of the track, featuring all the artists will premiere on the 9th November
- Online - The track will be integrated into Coca-Cola brand marketing efforts online including the many fans of Coke on Facebook and Twitter

Ends

About 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 Coca-Cola Lite, Fanta, Sprite, Coca-Cola Zero, vitaminwater, POWERADE, Minute Maid and Chaywa 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 and www.coke.co.za

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For media enquiries:

Sammy Mohlaoli

Senior Communications Manager

Coca-Cola South Africa

Tel: +27 11 644 0528

Fax: +27 11 644 0766

Mobile: +27 79 525 6934

E-mail: smohlaoli@afriko.com