

The Coca-Cola Company

news release

27 November 2009

RAP STAR K'NAAN WILL OPEN HAPPINESS AT THE COCA-COLA TROPHY TOUR IN CAPE TOWN

Johannesburg, 27 November 2009 - The Coca-Cola Company and African hip-hop artist K'Naan have joined forces to create an uplifting soundtrack for the global marketing campaign to support the Coca-Cola sponsorship of the 2010 FIFA World Cup™. '*Wavin' Flag – Coca-Cola Celebration Mix*' will be released in 150 countries in 2010 and will be the centrepiece music for the campaign.

The 31-year old Somalian born rapper and poet is fast becoming a household name in the entertainment world following the announcement of a remixed version of his single.

For the past two months he has been entertaining huge crowds across Africa as he accompanies the solid-gold FIFA World Cup™ Trophy on its journey through 50 countries on the continent.

And when the trophy arrives in Cape Town on 1 December K'Naan's performance will spark off a week-long festivity in the streets and entertainment centres of the Mother City.

"We are delighted to have K'Naan performing for us to celebrate the arrival of the Trophy on South African soil," says Onwell Msomi, Coca-Cola South Africa's General Manager: 2010 FIFA World Cup™ Project Office. "As one of the official faces of 2010 he represents the values that Coca-Cola is promoting with its sponsorship of the FIFA World Cup™ Trophy Tour."

"His performance will open happiness to the people of South Africa as we realise that the 2010 FIFA World Cup™ is now a reality. With the trophy here and the final draw on 4 December there is no turning back," says Msomi.

K'Naan will perform on Long Street while the draw takes place and, again, the next day, at the Amphitheatre of the V&A Waterfront. Earlier in the week he will record a localised version of "*Wavin' Flag*" with young artists who have been selected following a country-wide Summer Yama SummAHHH talent search by Coca-Cola.

Umut Ozaydinli, Global Music Manager, The Coca-Cola Company said: “This is the biggest ever Coca-Cola football campaign and we wanted a theme song that would really help fans to get into a celebratory mood around the 2010 FIFA World Cup™. K’Naan is the perfect man for the job – he’s not only a great musician but a special person with a truly authentic story. He’s not known in many of the countries where we’re launching the track but we’re confident his music will connect with football and music fans all over the world. This is a first of its kind international launch campaign for Coca-Cola and it’s been a joy working with K’Naan and his team to make it all happen.”

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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