



02 December 2009

**COCA-COLA OPENS HAPPINESS WITH THE RETURN OF THE FIFA WORLD CUP™**

**TROPHY TO TRAVEL ACROSS SOUTH AFRICA**

***In an unprecedented move by The Coca-Cola Company and FIFA, South Africa, will be receiving the real FIFA World Cup™ Trophy in cities and towns across the country during a 32 day celebration extravaganza just before the FIFA World Cup™ begins in May, 2010.***

**Cape Town, South Africa, December 2, 2009** – Coca-Cola announced, an unprecedented 32-day FIFA World Cup™ South African Trophy Tour to the host country, prior to the kick off from 04 May till 06 June 2010.

Concluding a hugely successful Africa FIFA World Cup™ Trophy Tour through 50 countries, the solid gold trophy received a spectacular welcome in the Mother City. It touched people from Nairobi to Dakar, Cairo to Cape; young and old; presidents, royalties, premiers, football fans, friends and families; all came to join the festivities.

Following its arrival at Cape Town International Airport, the Trophy was taken under stringent security to the V&A Waterfront Lookout where it was revealed to dignitaries, guests and the media representatives by Mr. Bill Egbe, President of Coca-Cola South Africa, Dr. Danny Jordaan, CEO of the 2010 Local Organising Committee, Mr Shay Drohan, Senior Vice President of the Coca-Cola Company and Mr Thierry Weil, Director of Marketing; FIFA.

Speaking at the unveiling of the Trophy, Mr Egbe said that for 32 days commencing 04 May 2010, Coca-Cola will bring the Trophy to South Africa on a journey covering all nine provinces. "Our objective is to reach South Africans in villages, townships, towns and cities of this country to embrace the euphoria of 2010", Egbe explained.

The FIFA World Cup™ Trophy Tour by Coca-Cola, which began its journey from the Fédération Internationale de Football Association (FIFA) Headquarters in Zurich on September 21, 2009, has travelled across Africa and will continue to travel around the world before returning to the host country of South Africa on May 4, 2010. The tour was developed as a partnership between FIFA and Coca-Cola - one of FIFA's longest- standing partners.

The announcement of the FIFA World Cup™ South African Trophy Tour is one of the ways Coca-Cola is warming up the nation as South Africans prepare to host the biggest event in the world.

“The passion for the sport of football in South Africa is unrivalled and gives Coca-Cola the best platform to connect with fans everywhere within our country,” said Zayd Abrahams, Head of Marketing – Sparkling at Coca-Cola South Africa. “It is unbelievable to imagine that the FIFA World Cup™ Trophy will now be taken to the people of South Africa, just before the kick off of the FIFA World Cup™ next year. This is truly a once-in-a-lifetime opportunity for the people of South Africa not only to welcome the world to our doorstep, but for our country to experience the allure and happiness that the FIFA World Cup™ Trophy brings with it. What a way to galvanize the nation -- one that will invite fans to express their optimism and passion for football through their African celebrations, something that has been grounded in the brand’s Open Happiness™ campaign,” said Abrahams.

“Next year’s FIFA World Cup™ South African Trophy Tour by Coca-Cola will be big,” said Onwell Msomi, Coca-Cola South Africa’s General Manager: 2010 FIFA World Cup™ Project Office, “The African leg of the FIFA World Cup™ Trophy tour of 2009 finishing tonight, has been a huge success and we are delighted that we are going to give even more fans in South Africa, a chance to get close to the real trophy. We are especially looking forward to taking the trophy to every single province in South Africa,” Msomi further explained.

Coca-Cola will be unveiling their plans around the South African FIFA World Cup™ Trophy tour by Coca-Cola in the New Year, including details about the route and the ways in which fans can get to see the trophy as it makes its way across South Africa.

“The FIFA World Cup™ South African Trophy Tour will give fans an outlet for their celebrations through our football, music and interactive programmes. We want to encourage all South Africans to be part of this event as we warm up towards the 2010 FIFA World Cup™ and we want the country to come together to Open Happiness, concluded Abrahams.

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

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