

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

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**Coca-Cola South Africa Opens Happiness 100 Days ahead of the 2010 FIFA World Cup™**

With just under 100 Days to the kick-off of the 2010 FIFA World Cup™ in South Africa, everyone is filled with excitement and anticipation of what lies ahead in the next few months. Coca-Cola South Africa joined the entire nation in celebrating this momentous milestone with an event for associates at Coca-Cola Park, Johannesburg on Tuesday, 02 March 2010.

“Today we are celebrating a monumental milestone in the countdown to the kick-off of the 2010 FIFA World Cup™ games in South Africa and as the Coca-Cola South Africa system we’re particularly proud to be associated with this occasion,” said Bill Egbe, President: Coca-Cola South Africa.

Associates got the ball rolling on the festivities of the day with the singing of the South African national anthem. Onwell Msomi, General Manager: 2010 FIFA World Cup Project officially opened up the programme by sending a word of appreciation to all associates attending the event. During this time he also highlighted the need for more collaboration within the system to deliver successfully on the expectations.

“The hope of delivering a world class event on behalf of the system rests on our shoulders and as SABU, we are privileged to be part of the team that is expected to deliver this world spectacle,” said Msomi.

After all the formalities were concluded, song and dance became the order of the day. Scores of associates were thoroughly entertained by some of the country's top talent including Gang of Instrumentals and DJ Zinhle.

Associates also seized captured the moment by creating a video singing along to 'Waving Flag' for the Longest Celebration campaign which has been running on YouTube since February 2010.

The occasion was part of the company's 2010 FIFA world Cup Project System Motivation Programme which aims to create passion, high energy levels and excitement about the FIFA World Cup through periodic activities involving employees.

"Through this programme associates across the country have also become ambassadors for carrying a message of pride in hosting this tournament throughout the nation," added Egbe.

The System Motivation Programme utilises the 2010 FIFA World Cup™ to motivate associates by creating an environment of involvement and excitement across the country. This initiative has also been very successful in increasing levels of engagement and commitment within the company.

"As we celebrate, let us forge new partnerships and renew our commitment to deliver Growth, Goals and Glory," concluded Egbe.





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**The Coca-Cola Company**

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