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COCA-COLA PARTNERS WITH SPECIAL OLYMPICS TO HOST FIRST-EVER “UNITY CUP” IN SOUTH AFRICA.

Football Match Showcasing Athletes With and Without Intellectual Disabilities To Be Played During 2010 FIFA World Cup™ South Africa

Johannesburg, South Africa, Friday, March 19 - The Coca-Cola Company, in partnership with Special Olympics, announced details of the football match which will take place at Green Point Stadium in Cape Town, South Africa, on July 3, prior to a quarterfinal match of the 2010 FIFA World Cup™. Special Olympics athletes, playing alongside football legends and other celebrities, will compete in the inaugural match of the “Unity Cup” presented by Coca-Cola, on the same pitch that just hours later will host the semi-final game of the 2010 FIFA World Cup™ tournament.

The goal of the Unity Cup is to support the movement of inclusion and acceptance for people with intellectual disabilities and is an extension of the Special Olympics Unified Sports® program. The Unified Sports program brings Special Olympic athletes together with partners without intellectual disabilities on teams for friendly athletic competition. Participants in the Unity Cup will include South African President Jacob Zuma, former South African national team captain Lucas Radebe and Desiree Ellis, former captain of South Africa’s national women’s football team.

“We have a long and unique association with sport, especially football, and have witnessed over the decades how it can unite people,” said Muhtar Kent, Chairman and Chief Executive Officer, The Coca-Cola Company and a member of the Special Olympics International Board of Directors. “The Unity Cup is a testament to that power as we have brought together our partners at Special Olympics and FIFA to shine a spotlight on the important values of understanding, acceptance and inclusion that we all share.”

Since the establishment of Special Olympics in 1968, The Coca-Cola Company has been an Official Global Partner. Coca-Cola supports the movement through financial and in-kind support, marketing expertise and hands-on volunteer work in an effort to showcase the dignity and capacity of people with intellectual disabilities on a global stage.

“The Unity Cup is an incredible opportunity to showcase the abilities of our Special Olympics athletes on a world stage,” said Special Olympics Chairman and CEO Timothy Shriver.

“The Unified Sports experience benefits not only our athletes but also the partners involved without disabilities as we promote a global community of inclusion and acceptance. Thanks to our global partner Coca-Cola, while the world’s attention is focused on football, we can continue to share the message that sport is a powerful agent to bring together people from all walks of life.”

Special Olympics South Africa chairman Mathews Phosa said it was appropriate for the inaugural match to take place in South Africa. “We had many forms of discrimination in this country and I think the harshest was against people with disabilities. If we want to give meaning to our freedom, the test is how we treat people with disabilities.” South Africa will be bidding to host the 2015 Special Olympics World Summer Games. “This is Africa’s time,” added Phosa.

Special Olympics South Africa, accredited by Special Olympics, Inc. in 1991, conducts more than 700 local competitions annually with more than 22,000 athletes participating. The South African organization has sent athletes to compete in every international Special Olympics World Games since 1993. In 2009, Special Olympics South Africa hosted a national Unified Sports Football Competition for 10 teams from five provinces.

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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