



Coca-Cola unveils its commitment to the 2010 FIFA World Cup™

The Coca-Cola Company, a long standing FIFA partner, has unveiled its plans to bring the euphoria of the 2010 FIFA World Cup™ tournament to every South African.

The plans are part of the largest, globally integrated campaign in the history of the Coca-Cola Company and are designed to bring the passion and euphoria of the tournament to as many ordinary South Africans as possible, as well as leaving a legacy for communities long after the final whistle has blown.

Highlights of the plans include everything from the South African part of the FIFA World Cup™ Trophy Tour – beginning 5th May this year, the 10 official 2010 FIFA World Cup™ Fan Parks which will operate for the duration of the tournament, and opportunities for ordinary South Africans to win tickets to the tour and to the games.

In line with what FIFA President Sepp Blatter describes as the “love story” between Coca-Cola and FIFA, the Coca-Cola commitment gives flesh to the view of the global Chairman and Chief Executive of the Coca-Cola Company, Mr Muhtar Kent, who says: “The worldwide passion for football is unrivalled and gives our business the best platform to connect with fans everywhere Coca-Cola does business.”

Coca-Cola also aims to leave behind legacies for the communities it serves and has closely linked these to its support for the 2010 FIFA World Cup™.

Educational aspects of the legacies include the *Give It Back* project, which is part of the 2010 FIFA World Cup™ Ticket Fund which has seen pupils at 200 schools around the country feverishly collecting plastic bottles and cans to win 20 000 tickets to the 2010 FIFA World Cup™ games.

The South Africa leg of the 2010 FIFA World Cup™ Trophy Tour will see the famous solid-gold FIFA World Cup™ Trophy undertake a 32-day tour of South Africa. The tour will visit some 38 venues, beginning on May 5th and fans are expected to flock to venues

around the country for the chance to see and be photographed with world sports' most iconic trophy.

Coca-Cola is a presenting sponsor of the 10 official 2010 FIFA World Cup™ Fan Parks which are also expected to draw massive crowds during the games. Entrance to both is free and they offer fans an opportunity to enjoy the atmosphere of the 2010 FIFA World Cup™.

A planned series of television commercials – the first of which is already on South African television and cinema screens - will be used to drive the joy and celebration of the 2010 FIFA World Cup™ into competitions and things for fans to do. The first television commercial “History of Celebration” recalls the now iconic corner celebration of Cameroon’s Roger Milla after he scored a FIFA World Cup™ goal. His celebration is used to encourage global spectators to join a YouTube-based “Coca-Cola’s Longest Celebration” and post images of themselves celebrating on the social networking site. Coca-Cola packaging reinforces this message with graphics of celebration dances and pictures of the Trophy allowing you to “hold it in your hands”.

The soundtrack of the TV commercials features Somalian singing sensation, K’Naan, with the tournament’s theme tune of “*Wavin’ Flag – Coca Cola Celebration Mix*” which globally influential magazine, *The Economist*, speculates may even outsell Luciano Pavarotti’s rendition of “*Nessun Dorma*”, for the FIFA World Cup™ held in Italy in 1990. Other Coca-Cola initiatives to highlight the passion of the game include prizes for the best celebration corner dance by players.

The Coca-Cola Company community projects - the *Replenish Africa Initiative* (RAIN) and *Water for Schools* programme are an integral part of Coca-Cola’s commitment to the people of South Africa and the continent.

RAIN is a five-year, US\$30 million initiative that will support over 100 projects in at least 50 countries – addressing the most critical community water and sanitation challenges. As an extension of this initiative and using the FIFA World Cup™ as a focus, Coca-Cola implemented the *Water for Schools* programme in South Africa to bring safe drinking water to 100 schools across the country by the end of 2010.

The COPA Coca-Cola Football Stars programme will run immediately before the official start of the 2010 FIFA World Cup™ and aims to develop under 18 football talent across the globe. Youngsters from around the world will compete in the tournament, which is not just about football glory, but about respecting diversity and forging friendships

with players from vastly different backgrounds and cultures - harnessing the extraordinary power that football has to unite people.

South African youth will move to the centre stage as they experience an unforgettable moment in history through programmes such as Coca-Cola Flag Bearers and Ball Crew. This will give them the chance to be part of the actual games by bringing participating countries' flags on to the playing field before the start of each game and hand over balls back to players when they are kicked out.

"The Coca-Cola programmes are not confined to just the joy and passion of the game, but have been broadened to address key themes of sustainability both in terms of the environment and human resources and to highlight key legacy programmes as well as youth development drives. All of our programmes aim to help us live for a difference with the communities we serve. It is an enormous commitment and we hope South Africa is going to love it," says Onwell Msomi, General Manager: 2010 FIFA World Cup™ Project Team, Coca-Cola South Africa.

All Coca-Cola's marketing initiatives subscribe to a carbon neutral policy – it made its debut on the Dow Jones Sustainability Index in 2009 - committing the company to sustainable practices in the countries in which it operates.

Coca-Cola aims to surprise fans with its innovations during "game time" and at the 10 official fan parks.

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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