

Coca-Cola South Africa
news
release

Bringing the 2010 FIFA World Cup™ to the heart of the nation

It's an unprecedented move to include all South Africa in the world's biggest sporting event - and the next best thing to a 2010 FIFA World Cup™ experience.

As the official FIFA Fan Fest presenting sponsor, Coca-Cola plans to include ordinary South Africans in the FIFA World Cup™ celebrations with a rollout of live broadcasts on big screens for a total of 64 matches.

These will be screened from the 11th June to 11th July, 2010 at FIFA Fan Fests across nine host cities.

And that's not all – there will be more than 2 000 football-themed taverns in townships around the country with live broadcasts for those who want to watch in their own neighbourhood with family and friends.

“Taking the 2010 FIFA World Cup™ right into the nation's backyard, for every one of the 64 games, will bring the happiness and excitement of the tournament to ordinary South Africans,” says Zayd Abrahams, Head of Sparkling, Coca-Cola Southern Africa.

This community-oriented campaign will focus on the iconic township tavern – already places of great conviviality and happiness – and in mine canteens.

The Coca-Cola Happiness Stations at the FIFA Fan Fests -- where fans get free entrance to live broadcasts of the matches and a chance to enjoy themselves in a festive atmosphere, complete the round-up of activations offered by Coca-Cola and add to the nationwide FIFA World Cup™ Trophy Tour, presented by Coca-Cola, which is currently drawing thousands of fans.

There is a line up of entertainment at the Coca-Cola Happiness Stations – including innovative technology new to these shores - and a chance to celebrate with thousands of other fans.

In Bloemfontein, the FIFA Fan Fest will be located at the Mangaung Outdoor Sports Centre in the township of Rocklands, a 15 minute drive from the centre of the city. This venue can accommodate up to 20 000 exuberant fans.

As one of the longest standing FIFA partners since 1974, Coca-Cola is committed to bringing celebration, unique experiences and open happiness for fans and their friends throughout the whole 2010 FIFA World Cup™ Tournament.

“The iconic taverns and the Coca-Cola Happiness stations at the FIFA Fan Fests are, quite simply, going to blow fans away,” says Abrahams, “We have aimed throughout the whole of the 2010 FIFA World Cup™ to take the tournament to the people – to give ordinary South Africans, extraordinary experiences and to leave behind a legacy. All of this culminates in what we do during the games.

“We have intense programmes inside each stadium – for example we have given away 20 000 tickets to school kids, we have sponsored kids from all over the country to act as Flag Crew; we have trained kids, again from all over the country, as Ball Crew – now it is time to do something for the fans who cannot get to the games.

“We believe that the taverns and the happiness stations are going to be so exciting, they might even beat going to the game,” Abrahams said.

Further details will be announced soon.

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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