

Coca-Cola South Africa
news
release

Make-A-Rapa is an easy Makarapa

Created by Alfred Baloyi in 1979, the Makarapa has become a truly South African soccer icon. After being hit by a flying bottle during a Chiefs vs Swallows match at Orlando Stadium, Baloyi decided that a decorated mine helmet was the only solution. So the Makarapa was born and with it a truly South African soccer tradition.

Coca-Cola realises that not everyone is as creative and enterprising as Baloyi, but a Makarapa is a must have for the 2010 FIFA World Cup South Africa™ Soccer World Cup. Coke has therefore provided the Make-a-rapa - a brilliant inexpensive Makarapa for everyone.

Coke's Make-a-rapa is a perforated cardboard Makarapa with instructions on how to assemble it, so anyone can build and wear a Makarapa to a match, FIFA Fan Fest™, or even at home.

"The Make-a-rapa is a tradition synonymous with football. This inexpensive solution means everyone can have a Makarapa," says Madeleine Colling, Marketing Activations Manager from Coca-Cola.

The colourful and Coca-Cola -branded Make-a-rapas are being given away at each FIFA Fan Fest™ with the purchase of any two Coca-Cola products.

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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, on Twitter http://twitter.com/coke_za , and on www.flickr.com/photos/coca-colasouthafrica