



K'NAAN to perform at FIFA Concert

International and local line-up set to wow millions of viewers across the globe

The Somali artist K'NAAN, whose song Wavin' Flag has climbed Top Ten Charts worldwide, will perform at the FIFA concert at Orlando Stadium on 10 June (Thursday). He will sing the celebration mix of this "football campaign song" just before the FIFA World Cup™ trophy is unveiled.

Other international and local superstars ranging from Black Eyed Peas to The Parlotones will perform in front of a packed stadium of 36,000 and will be broadcast to hundreds of millions more worldwide.

To enable South Africans to enjoy this start to the 2010 FIFA World Cup™, Coca-Cola is giving away tickets to the concert. The three-hour long concert kicks off at 20h00. Tickets are being sold for between R450 and R1150, but listeners of YFM, Jozi FM, Theta FM, Kasi FM 97.1, Alex FM and viewers of Soweto TV can win more than 600 tickets.

Emmy Award-winning producer Kevin Wall and his company Control Room have been selected to organise and produce the concert that will showcase international and local artists alike.

The line-up includes Alicia Keys, Amadou & Mariam, Angelique Kidjo, Black Eyed Peas, BLK JKS, John Legend, Juanes, Shakira, The Parlotones, Tinariwen, Vieux Farka Toure and Vusi Mahlasela. And K'NAAN. Up-and-coming South African musicians have been given a great opportunity to rub shoulders with world-class artists at this unifying concert.

"South Africa is ready to showcase what it has to offer, and this is an amazing opportunity for local and international stars to show the world what they have to offer," says Bradford Ross, Brand Manager, Coca-Cola. "This is the official kick-off to the FIFA World Cup™ and a great opportunity for Coke, as a main sponsor, to join in the celebration."

The show will also include appearances from international celebrities and past and present football personalities. Among the celebrities will be Coca-Cola's happiness ambassadors Kelly, Tony and Antonio from Expedition 206. As part of their quest to find what makes for happiness across the world, the trio will jet into Johannesburg for the concert. They have already visited 105 countries and territories since the start of the adventure in January this year.

As part of its recycling drive, Coca-Cola is also giving away 50,000 recycled flags during its concert.

- To be part of this exciting concert go to the FIFA website, www.fifa.com and click on concert or listen to YFM, Jozi FM, Kasi FM 97.1, Alex FM and watch Soweto TV to win tickets.

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For further media information, please contact:

For media enquiries:

Sammy Mohlaoli

Senior Communications Manager Coca-Cola South Africa

Tel: +27 11 644 0528 OR 0800 11 25 28

Fax: +27 11 644 0766

Mobile: +27 79 525 6934

E-mail: smohlaoli@afr.ko.com

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