

Coca-Cola South Africa
news
release

Coca-Cola Happiness Stations bring the “wow” factor

The crowds will be there, the atmosphere will be electric and there will be lots of action at the Coca-Cola Happiness Stations at the ten Official FIFA Fan Fests™ around South Africa– part of the ongoing campaign of Coca-Cola to deliver happiness to the people.

As presenting sponsor of the Official FIFA Fan Fests™, Coca-Cola presents interaction and fun for all at the Coca-Cola Happiness Stations. Football fans can “score” a goal, get a photo souvenir of the happy event and experience the “wow factor” of state of the art interactive technology at the Coca-Cola Happiness Stations.

At certain venues, fans will get autographs from Coca-Cola ambassadors such as Lucas Radebe, singing sensation K’NAAN of “*Wavin’ Flag – Coca-Cola Celebration Mix*” fame as well as many other local football celebrities. Details of when and where they will appear are to be found on www.coke.co.za

Entrance is free and the entertainment is family-friendly, so all are invited to be part of the biggest sporting event on the planet at a location near you. Watching the games live on the big screen with family and friends will make this a truly memorable occasion.

“Our commitment has always been about bringing the 2010 FIFA World Cup™ to everyday South Africans, spreading happiness and celebration around the country,” says Zayd Abrahams, Head of Marketing, Coca-Cola – Sparkling Beverages.

“Hundreds and thousands of people from all walks of life attended the FIFA World Cup™ Trophy Tour by Coca-Cola on its 32-day nationwide tour. This was the biggest step in taking the 2010 FIFA World Cup™ Trophy to the people. Other initiatives include our commitment to take 20 000 school children to the 2010 FIFA World Cup™ games, teenagers who ordinarily would never be able to get this once-in-a-lifetime opportunity; the

recruitment, training and hosting of Flag Bearers and Ball Crew, both of which are unique Coca-Cola properties offering teenagers ultimate happiness experiences with memories that will last a lifetime,” says Abrahams.

The Coca-Cola Happiness Station experience is guaranteed to be a once-in-a-lifetime experience, like walking into a Coca-Cola bottle. Features include clouds of fizzy bubbles, delicious caramel scents of the world’s most famous brand, and state-of-the-art motion sensor technology at the bar and on touch screens allowing you to take away your own personal Coca-Cola experience with you. Also look out for giant Coca-Cola Celebration Bottles featuring world famous Football Celebrations, such as that by Roger Milla. Go on, show us your celebration in the giant bottle-shaped mirrors.

The Coca-Cola Happiness Stations are divided into five zones:

- In the Interactive Content Zone there is a multi-sensorial experience awaiting you. Bubbles that you can see, caramel that you can smell – it’s like you are walking into a bottle of Coke! You can see videos of the history of Coca-Cola, evolution of the contour bottle, scenes from the South African FIFA World Cup™ Trophy Tour by Coca-Cola, and so much more.
- In the Iconic Coca-Cola Zone, visitors will see giant Coke bottles with each one portraying a signature celebratory move. Consumers can try out the dance move in front of the happiness mirror.
- In the Photo Zone, visitors can get a free photo of themselves and their friends in front of thousands of football fans from around the world.
- In the Corner Flag Celebration Zone, fans can test their goal-scoring skills. When a goal is scored it triggers special effects including lights and cheering crowds. This is the prompt for fans to run to the corner flag and perform their best celebration.. The celebrations are recorded on video camera and shown on the screens above the i-Bar.

Everyone coming to enjoy the Coca-Cola Happiness Station can experience the i-Bar Sensory Refreshment Zone with an ice cold Coca-Cola, complete with a multi-sensorial experience.

“The Coca-Cola Happiness Stations are a celebration of the world coming to Africa in support of the 2010 FIFA World Cup™, and a tribute to our beautiful continent and its people,” says Abrahams.

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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