



SOUTH AFRICAN TEAM CELEBRATE THE FIRST GOAL OF THE 2010 FIFA WORLD CUP™ IN STYLE

Goalscorer Siphiwe Tshabalala and his South African Team-mates showcase their Celebration Dance and become the first contenders for the inaugural Coca-Cola Celebration Award.

Every 2010 FIFA World Cup™ Player Celebration Will Bring Clean Drinking Water to thousands of School Children in Africa

JOHANNESBURG, June 14, 2010 – The first ever FIFA World Cup™ to be held in Africa kicked off in unique style as the host nation took the lead against Mexico at Soccer City in Johannesburg. The hosts scored with a stunning 54th minute goal, which was followed by an equally impressive celebration by an elated Siphiwe Tshabalala who beckoned team-mates to join him near the corner flag to reveal their specially rehearsed routine to the crowd's cheers.

The goal celebration dance was created specially for the South African team by acclaimed football choreographer Andy Ansar to raise funds for Coca-Cola's 'Water for Schools' initiative. The celebration featured the South African players lining up along the touchline with arms outstretched and hips shaking before spinning away to head back to the halfway line, smiling all the way.

The dance highlights the start of the Coca-Cola Celebration Award which will see player goal celebrations during the 2010 FIFA World Cup™ uploaded to www.fifa.com/celebrations where fans will be invited to vote for the most outstanding player celebrations online. Players are sure to "release their African rhythm" and create some iconic moves that will rival the legendary celebrations that have become ingrained in FIFA World Cup™ history and fans' hearts. All FIFA World Cup™ players celebrating goals will have a chance of winning. The award will respect the laws of the game.

Coca-Cola will contribute \$1,500 to fund the "Water for Schools" initiative in Africa each time a player celebrates a goal. The eventual winner will be rewarded with the first-ever Coca-Cola Celebration Award. Coca-Cola will also donate on the winning

player's behalf an extra \$50,000 to the "Water for Schools" program to mark the historic occasion for an anticipated total contribution of \$300,000. The "Water for Schools" program is just one part of a \$30 million legacy by Coca-Cola to provide at least 2 million people in Africa with clean water and improved sanitation by 2015.

Coca-Cola is using the occasion of the first FIFA World Cup™ on African soil to raise awareness of the vital role clean drinking water plays in developing communities. For every 10 goal celebrations in the 2010 FIFA World Cup™, it is estimated an entire school could gain clean water access, benefitting nearly 500 children. By participating in the voting, football fans can have a hand in supporting clean water initiatives that will leave a lasting legacy of water sustainability in Africa and beyond.

"Inspired by Roger Milla's iconic corner flag dance in the 1990 FIFA World Cup, Coca-Cola Celebration Award has been created to give players and fans the chance to not only show their passion for football but also tackle the hugely important issue of water sanitation," said Emmanuel Seuge, group director, worldwide sports and entertainment marketing, The Coca-Cola Company.

The Coca-Cola Celebration Award is one of a wide range of programs included in the Company's sponsorship campaign, which encourages fans to let go of their inhibitions and celebrate. The campaign invites people to express their optimism and passion for football through active dance celebrations as excitement builds for the greatest single-sport spectacle on the planet.

Coca-Cola "Replenish Africa Initiative"

The "Water for Schools" effort builds upon a long and deep history of global water stewardship by Coca-Cola, including The Coca-Cola Africa Foundation's ["Replenish Africa Initiative" \(RAIN\)](#) to improve water resources in Africa. In March 2009, the foundation announced its latest commitment under RAIN, an unprecedented, six-year, US\$30 million drive to provide at least 2 million people in Africa with clean water and improved sanitation by 2015 -- helping to meet the United Nations' "Millennium Development Goals" for access to clean water.

The RAIN community water projects throughout the African continent by The Coca-Cola Africa Foundation reflect The Coca-Cola Company's water stewardship goal of returning to communities and to nature an amount of water equivalent to what the Company uses in all of its beverages and their production.

The Company's strategy for achieving that goal includes reducing the water it uses; returning all water it uses for manufacturing to the environment, at a level that supports aquatic life and agriculture; and replenishing healthy watersheds and

sustainable community water programs, to balance the water used by Coca-Cola to make finished beverages.

The Coca-Cola Africa Foundation concentrates on three areas to support its RAIN goals: rehabilitation of water distribution areas; productive use of water; and protection of watersheds. The foundation currently has community water projects in 19 African countries, reaching more than 300,000 people.

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The Coca-Cola Company

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About FIFA

The Fédération Internationale de Football Association is the world governing body of football, comprising 208 football associations grouped into six confederations. Based in Zurich, Switzerland, FIFA's activities extend far beyond its broad spectrum of international competitions headed by the FIFA World Cup™. FIFA provides material, financial and promotional means to develop the game around the world, and offers underprivileged communities support through the Football for Hope movement. For the Game. For the World. For more information on FIFA and its competitions, especially the 2010 FIFA World Cup South Africa™, please visit the official website at www.FIFA.com.

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