



Durban fans to watch the games at beachfront FIFA Fan Fest™

If you don't have a ticket or can't make the match, then the people of Durban can still watch the game at the free FIFA Fan Fest™ at New Beach on the City's popular Golden Mile which is open on all match days from 1130 till late.

As presenting sponsor of the Official FIFA Fan Fests™, Coca-Cola is also providing 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.

This week players from the PSL team, Kaizer Chiefs will be at the Coca-Cola Happiness Stations to meet with fans. They are scheduled to be present on Tuesday 22 June at 20h00 and on Saturday 26 June from 18h00 to 21h00.

A number of top artists will be on stage to provide the entertainment between the afternoon and evening matches. Thandiswa Mazwai will be the headline artist on Saturday 26 June and the supporting acts throughout the week will include emerging talent and a mixture of stand-up comics and local DJs.

Matches showing this week are:

- Monday 21 June – 13h30 – Portugal vs. Korea DPR; 16h00 – Chile vs. Switzerland; 20h30 – Spain vs. Honduras;
- Tuesday 22 June – 16h00 – South Africa vs. France; 20h30 – Nigeria vs. Korea Republic;
- Wednesday 23 June – 16h00 – Slovenia vs. England; 20h30 – Ghana vs. Germany.
- Thursday 24 June – 16h00 – Slovakia vs. Italy; 20h30 – Cameroon vs. Netherlands.
- Friday 25 June – 16h00 – Portugal vs. Brazil; 20h30 – Chile vs. Spain;
- Saturday 26 June – 16h00 and 20h30 – Group of 16 matches.

Entrance is free and the entertainment is family-friendly, so all are invited to be part of the biggest sporting event on the planet. "Our commitment is to bring the 2010 FIFA World Cup™ experience to everyday South Africans and spreading happiness and

celebration around the country,” says Zayd Abrahams, Head of Marketing, Coca-Cola – Sparkling Beverages.

Watching the games live on the big screen with family and friends will make this a truly memorable occasion.

For details about parking, transport and directions visit www.fifa.com/fanfest

FIFA Fan Fests™ Facts

1. Entrance is Free at all FIFA Fan Fests™.
2. All matches are shown live on Giant Screens of 50sqm or more (only one match shown for parallel games).
3. The FIFA Fan Fests™ are all-day events, with entertainment before and after the live broadcast of the matches.
4. The FIFA Fan Fests™ are safe and secure.
5. Food, beverage and Official Licensed products are all available onsite.

DOs

- Come early to ensure you enjoy the entertainment and sponsor activities available onsite prior to games.
- Bring cash to take advantage of the official food, beverage and merchandise available.
- Bring your family and friends – the FIFA Fan Fests™ presented by Coca-Cola are for everyone.
- Dress warmly for the evening games – it can get chilly at night.
- Stay late...

DONTs

- Don't bring any objects that could be considered dangerous into the venue All prohibited items will be confiscated.
- Don't bring food or beverage along with you. You won't be allowed to enter with it.
- Don't come to the venue under the influence of alcohol. A strict policy will be enforced in this regard.

Ends

For further media information, please contact:

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

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