

The Coca-Cola Company

news release

The winner of Coca-Cola South Africa’s “sms-and-win-a-car” competition says his life has changed for the better.

Johannesburg, Monday, February 16 – Moeketsi Malatse, who won a Volkswagen GTI car worth more than R350 000 (about \$35 000) during a live broadcast of a soccer magazine show last week says his first seven days of owning a car to date have been extremely fulfilling.

Since his name was announced in a live television broadcast of a popular soccer magazine show - Coca-Cola Soccer Zone – on Monday, February 9, Moeketsi says his phone has never stopped ringing. He says his neighbours, friends, relatives and the community of his hometown of Parys in the Free State is still congratulating him for winning the hotly-contested competition that had more than 60 000 sms entries sent in.

“I still do not believe my luck, and I thank God and my ancestors for this windfall,” he says, with his voice still filled with excitement.

Moeketsi proudly explains that he has, for the past week, now been able to do things that he previously could only dream of.

“I was able to drop off my six-year-old daughter at school, and I now know how it feels like to be a proud Dad. I also feel like the President of the country. I was able to ferry my mother around, and I am a hero in my township. People in my area say I have put our little township on the map of the country,” he added.

Moekesti concludes by explaining how the people of Parys were pleasantly surprised when one of their own won a national competition. “They say they thought that this competition was meant for Gauteng people,” he explains with a broad smile on his face.

The competition also helped to drive volume for the South African Business Unit. The promotion was run during a mid-week, prime-time slot that has the biggest number of people watching during the week. Viewers were invited to buy a 1,25 Coca-Cola bottle and to sms the unique number that appears under the cap. More than 50 000 entries were received a week, with weekly and monthly winners getting cash prizes ranging from R50 000 to R100 000. Other winners received fridges with a three-month supply of Coca-Cola products. It was not surprising, then, that for the grand prize of a car more than 60 000 sms entries were received.



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Media Enquiries:

Sammy Mohlaoli

Senior Communications Manager

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Coca-Cola South Africa

Tel: 011 644 0528

Mobile: 079 525 6934

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