

Dear Consumer:

It has come to our attention that there is a short message service (sms) scam and an email scam doing the rounds wherein consumers are being notified via sms or email that they have won money in a Coca-Cola lottery or draw.

Coca-Cola South Africa is in no way associated with this short message service (sms) and emails. Our name and trademarks are used here without permission.

This appears to be a form of fraud known as "phishing," wherein perpetrators attempt to develop relationships with victims in order to obtain personal and financial information. Common signs that a message may be a part of an email or short message services (sms) scam or phishing campaign include:

- Spelling and grammatical errors in the email;
- Improper use of company trademarks; e.g. "The Coca-Cola Award Notification", "The Coca-Cola Promo Winning Notification", "The Coca-Cola Worldwide Christmas Promo", "2010 Coca-Cola Promotion" or other similar titles;
- Sender's use of free, non-corporate email accounts (such as Yahoo!, AOL and Hotmail);
- Requests for personal information and the promise of quick financial gain;
- The letters are written to look official and 'appear' to come from a financial institution;

Recently we've learnt of other hoax emails that purport to be a joint promotion with the British American Tobacco Company or an annual mid-year Coca-Cola promotional draw (which includes the names of former Coca-Cola executives), or a car giveaway in your area. These hoax emails also include formal language that makes them look "official," and are sometimes designed to look legitimate by including images or photographs, a "secret pin code" or reference/ticket number and contact information for a Coca-Cola representative.

Overall, if it looks too good to be true, it probably is. Do not reply to these emails or letters with any information. If you have already responded to this type of letter, we recommend that you immediately discontinue all communications with the source.

Thank you and regards.
Zanele Sisilana
Public Affairs & Communications
Coca- Cola South Africa

