

7 April 2010

LET THE FIFA WORLD CUP™ BEGIN! – THE TROPHY IS COMING TO SOUTH AFRICA.

Johannesburg, South Africa, 7 April 2010 - The most coveted prize in world sport, the FIFA World Cup™ Trophy, will arrive in South Africa on 5 May on the final leg of its global tour.

During its journey through the country, the solid-gold Trophy will stop at 33 cities and towns across South Africa. The trophy will then arrive back in Johannesburg days before the opening match of the 2010 FIFA World Cup™ at Soccer City stadium on 11 June.

“Millions of South Africans will get an opportunity to see the FIFA World Cup™ Trophy up close, and some who would have won competition tickets will have a special moment of taking a picture with the Trophy, and participate in celebrations as it moves across all nine provinces,” says Onwell Msomi, General Manager: 2010 FIFA World Cup™ Project Team, Coca-Cola South Africa.

“This is a unique, once-in-a-lifetime experience as not all South Africans will be able to get tickets to watch FIFA World Cup™ matches but everyone will have an opportunity to participate in the FIFA World Cup™ Trophy Tour,” explains Msomi. “It is an event that will unite the nation and generate extra enthusiasm among all South Africans in the last 30 days before the 2010 FIFA World Cup™ kicks off.”

Coca-Cola was also responsible for the FIFA World Cup™ Trophy Tour of 2006. The Trophy has been a symbol of the FIFA World Cup™ since its first appearance on the global stage in 1974. Only heads of states and the captains of winning teams are allowed to touch it.

On its 130 000 kilometer journey across the world, it travelled in a chartered branded plane commissioned by The Coca-Cola Company. In South Africa it will move from town to town in a special helicopter.

The FIFA World Cup™ Trophy Tour will start in the Western Cape on May 07, and the Trophy will then travel to the Eastern Cape, KwaZulu-Natal, the Free State, Northern Cape, North West, Mpumalanga and Limpopo before returning to Gauteng early in June. At each of the venues it will be prominently displayed for public viewing and about 800 people per event will be able to have their pictures

taken with the Trophy. The programme at the venues will consist of a wide range of activities appealing to all ages, including performances by artists and entertainers.

The Coca-Cola Company has been an official sponsor of the FIFA World Cup™ since 1978 and a primary supporter of soccer development programmes across the world, including South Africa. For the 2010 event Coca-Cola also sponsors the National Flag Bearer and Ball Crew initiatives which will enable young South Africans to be part of the action on the field of play at each match.

“Now that the FIFA World Cup™ Trophy is coming back to South Africa, it will be a final reminder to all South Africans that the long anticipated tournament is now only days away,” concluded Msomi.

Ends.

Attachments to note:

*List of towns and cities to be visited.

*History of the trophy.

*Picture of the trophy.

TOWNS TO BE VISITED WITH THE TROPHY

Western Cape	Date
Khayelitsha	07 May 2010
Athlone	08 May 2010
Waterfront	09 May 2010
Worcester	10 May 2010
Paarl	11 May 2010
George	11 May 2010
Eastern Cape	Date
Port Elizabeth	12 May 2010

East London (Mdantsane)	13 May 2010
Umtata	14 May 2010
KwaZulu-Natal	Date
Durban	15 May 2010
Umlazi	16 May 2010
Richards Bay	17 May 2010
Pietermaritzburg	18 May 2010
Free State	Date
Bethlehem	19 May 2010
Welkom	20 May 2010
Bloemfontein	21 May 2010
Northern Cape	Date
Upington	22 May 2010
Kimberley	22 May 2010
North West	Date
Klerksdorp	23 May 2010
Carletonville	23 May 2010
Rustenburg	28 May 2010
Mpumalanga	Date
Standerton	24 May 2010
Nelspruit	25 May 2010
Bushbuck Ridge	26 May 2010
Witbank	01 June 2010

Limpopo	Date
Makhado (Louis Trichardt)	26 May 2010
Polokwane	27 May 2010
Gauteng	Date
Mamelodi	29 May 2010
Thembisa	30 May 2010
Pretoria	31 May 2010
Shoshunguve	02 June 2010
Vanderbijlpark	03 June 2010
Krugersdorp	03 June 2010
Sandton	04 June 2010
Soweto	05 June 2010

HISTORY OF THE TROPHY

The current FIFA World Cup Trophy™ was first introduced during the 10th World Cup tournament in 1974 in Germany. In June and July the world's top football teams will compete for it during the FIFA World Cup™ in South Africa.

The Trophy is 36 cm high, made of solid 18-carat gold and weighs 6,175 kg. The base contains two layers of semi-precious malachite while the bottom side of the Trophy bears the engraved year and name of each FIFA World Cup winner since 1974.

- Soccer was first introduced as an Olympic Sport in 1900 but in 1928 the *Fédération Internationale de Football Association (FIFA)*, the sport's global governing body, decided to introduce an international tournament.
- Uruguay, then reigning Olympic Champions, hosted the first FIFA World Cup in 1930 with 13 participating nations.
- The original trophy, called "Victory" was made of solid gold and weighed 3,8 kg. It was presented to Uruguay who defeated Argentina in the final of the first World Cup.
- During World War II, the trophy was held by 1938 winners Italy. Ottorino Barassi, the Italian vice-president of FIFA, secretly transported the trophy from a bank in Rome and hid it in a shoe-box under his bed to prevent the Nazis from taking it.
- In 1946 the Trophy was named after the President of FIFA, Jules Rimet, and the driving force behind the World Cup tournament. In 1950 Brazil became the first post-war winner of the Trophy.

- In March 1966, four months before the 1966 FIFA World Cup in England, the trophy was stolen during a public exhibition at Westminster Central Hall. The trophy was found just seven days later wrapped in newspaper at the bottom of a garden hedge in South London, by a dog named Pickles.
- The Brazilian team won the tournament for the third time in 1970, allowing them to keep the real trophy in perpetuity. This trophy was again stolen - in 1983 - and has never been recovered.
- A replacement trophy was commissioned by FIFA for the 1974 World Cup. Fifty-three submissions were received from sculptors in seven countries.
- Italian artist Silvio Gazzaniga was awarded the commission. The trophy stands 36.5 centimetres tall and is made of 18 carat (75%) solid gold.
- The Trophy depicts two human figures holding up the Earth. Gazzaniga described the trophy thus: "The lines spring out from the base, rising in spirals, stretching out to receive the world. From the remarkable dynamic tensions of the compact body of the sculpture rise the figures of two athletes at the stirring moment of victory."
- It was first presented at the 1974 FIFA World Cup, to West German captain Franz Beckenbauer
- In 2006, Coca-Cola sponsored the first global tour of the trophy. It drew nearly 200,000 fans on a 31-city, 29-nation voyage. The tour was broadcast on more than 45 dedicated television programs and appeared on the front page of more than 60 newspapers. It reached more than a half billion people through media coverage.
- The trophy has "FIFA World Cup" engraved in outpouring letters at its base. The name of the winning country is engraved on the bottom of the base and is, therefore, not visible when the trophy is standing upright.
- The second World Cup Trophy Tour sponsored, by Coca-Cola started on 21 September 2009 at FIFA headquarters in Zurich, Switzerland. The Trophy traveled to 86 countries, covering 130 000 kilometre in 225 days.
- FIFA's regulations now state that the trophy, unlike its predecessor, cannot be won outright. The winners of the tournament receive a replica which is gold-plated rather than solid gold.
- The final leg of the Coca-Cola World Cup Trophy Tour starts in the first week in May. It will travel to 33 cities and towns across South Africa before returning to Johannesburg in time for the opening match on 11 June.
- South African fans will get an opportunity to see the authentic World Cup Trophy up close and have their pictures taken with the solid-gold trophy during the Coca-Cola World Cup Trophy Tour.
- On 11 July 2010 the winning captain at the final match at Soccer City will make history by receiving the World Cup Trophy following the first FIFA World Cup™ tournament held on African soil.

For further media information, please contact:

Sammy Mohlaoli

Senior Communications Manager

Coca-Cola South Africa

Tel: (011) 644 0528

Fax: (011) 644 0766

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