



Come celebrate with Coca-Cola at the FIFA Fan Fests

As the official FIFA Fan Fest presenting sponsor, Coca-Cola plans to include ordinary South Africans in the FIFA World Cup™ celebrations with a rollout of live broadcasts on big screens for a total of 56 matches.

These will be screened from the 11th June to 11th July, 2010 at FIFA Fan Fests across nine host cities, including Durban.

“This will be the next best thing for those who missed the opportunity of getting tickets to live matches, “says Onwell Msomi, General Manager: Coca-Cola South Africa 2010 FIFA World Cup™ Project Team.

As one of the longest standing FIFA partner since 1974, Coca-Cola is committed to bringing celebrations, unique experiences and Open Happiness for fans, friends and their families throughout the whole 2010 FIFA World Cup™ tournament.

Further details will be announced soon.

For more information, please contact:

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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