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'Coke Side of Life' a Hit at Cannes

The Coca-Cola Company Wins Prestigious Gold and Silver Lion Awards

ATLANTA--(BUSINESS WIRE)--

"Videogame" and "Happiness Factory" - two spots from the successful 'Coke Side of Life' global campaign - have earned Gold and Silver Lion awards respectively, in the Film category at the 54th annual Cannes International Advertising Festival in France. The Coca-Cola Company garnered additional recognition with Sprite Zero's "Brutal Honest Truths" digital campaign, winning a Bronze Lion.

"We are honored to earn recognition from such a prestigious organization," said Marc Mathieu, senior vice president, Global Brand Marketing and Creative Excellence, The Coca-Cola Company. "These awards are a signal from the creative community that we are creating compelling communication that is resonating with consumers worldwide."

"Videogame" offers a positive twist on traditional video game plots which often feature characters causing mayhem. In this ad, the hero spreads happiness and optimism by passing out Coca-Cola to people he encounters as he moves through the city streets. "Happiness Factory" provides a fanciful glimpse inside a Coca-Cola vending machine and follows a bottle of Coke on its surprising journey to the vendor's exit door.

"'Videogame' and 'Happiness Factory' reflect the values of 'positivity' and optimism that are at the core of the Coca-Cola brand," continued Mathieu. "Earning Gold and Silver Lion awards in the same year that we have achieved the highest growth in Coca-Cola's trademark brands in nearly 10 years gives us every reason to continue to be optimistic about the future of one of the world's best loved brands."

The Cannes Festival is the most prestigious advertising festival in the world. According to the Festival website, up to 9,000 delegates and 11,000 visitors from more than 75 countries meet at the Festival where they can view 25,000 ads in film, press, outdoor, interactive, radio, media, direct marketing and sales promotion and learn from the best.

About The Coca-Cola Company

The Coca-Cola Company is the world's largest beverage company. Along with Coca-Cola(R), recognized as the world's most valuable brand, the Company markets four of the world's top five nonalcoholic sparkling beverage brands, including Diet Coke(R), Fanta(R) and Sprite(R), and a wide range of other beverages, including diet and light beverages, waters, juices and juice drinks, teas, coffees, energy and sports drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate exceeding 1.4 billion servings each day. For more information about The Coca-Cola Company, please visit our website at www.thecoca-colacompany.com.

EDITOR'S NOTE: "Videogame" was created by Wieden & Kennedy, Portland

"Happiness Factory" was created by Wieden & Kennedy, Amsterdam

Downloadable images from both campaigns as well as viewing files of the television ads are available in the 'Coke Side of Life' section at www.coca-cola.com

Source: The Coca-Cola Company