

June 2, 2008



Coca-Cola Celebrates Essence Music Festival at the Apollo - Thursday, June 5th

To Kick Off Black Music Month and the Excitement Leading Up to the Essence Music Festival, Music Fans Are Treated to a Special Insider's Concert at the World-Famous Apollo Theater Performers Include Anthony Hamilton, Malcolm Jamal Warner And Alice Smith

NEW YORK--(BUSINESS WIRE)--

On Thursday, June 5th, music fans will be treated to a special insider's concert, which will kick off Black Music Month while also serving as a precursor of what is to come at this year's Essence Music Festival. At Coca-Cola Celebrates Essence Music Festival @ The Apollo, some of today's most popular R&B and neo-soul artists will perform on the Apollo's legendary stage in celebration of Black Music Month. Additionally, the popular, nationally syndicated Steve Harvey Morning Show will broadcast live from the Apollo Theater on the morning of June 5th to celebrate the Essence Music Festival and Black Music Month.

Celebrating the broad range of today's Black Music, headlining performers will include Grammy nominated neo-soul singer Anthony Hamilton, urban jazz/funk artist and former Cosby kid, Malcolm Jamal Warner and rock/soul singer Alice Smith. Anthony Hamilton first rose to fame with his platinum-selling album "Comin' from Where I'm From," which featured the single "Charlene." He recently made a cameo in the film, "American Gangster" and contributed to the film's soundtrack with the hit single "Do You Feel Me." With his band Miles Long, actor/performer Malcolm Jamal Warner has performed to packed houses and jazz festivals, and has opened for high-profile acts such as Earl Klugh and Luther Vandross.

Warner recently released the debut EP, "...the miles long mixtape...", where he leads his crew through several head-bobbing tunes with heavy bass grooves and dynamic spoken word. On her solo debut, "For Lovers, Dreamers & Me," Alice Smith proves she is one of today's most promising female singer/songwriters with her four-octave range.

"We are thrilled to partner with the Essence Music Festival to celebrate Black Music Month. As we embrace the rich scope of today's music landscape, we are excited to bring a broad mix of music to fans on the most legendary stage in the country - where stars are born and legends are made - the Apollo Theater," said Steven Boyd, vice president, Northeast Region for Coca-Cola North America. "What better way to start Black Music Month than with such unique talent as Anthony Hamilton and Malcolm Jamal Warner?"

In addition to the headline performers, celebrities from the worlds of music, sports, fashion and entertainment will join Coca-Cola Celebrates Essence Music Festival, to witness this once-in-a-lifetime lineup. Music fans can win tickets to this performance by listening to WBLS 107.5 FM. The nationally syndicated Steve Harvey Morning Show will broadcast live from the Apollo Theater on the morning of June 5th. Listeners can attend this morning

broadcast to pick up tickets for the evening's performance. WBLS On-Air personality Jasmine will host this special Black Music Month performance.

The Essence Music Festival is the nation's largest annual gathering of African-American musical talent; featuring an unprecedented three days of cultural celebrations and empowerment seminars and three nights of performances by some of today's greatest African-American artists. Along with long-standing presenting sponsor Coca-Cola, the Essence Music Festival will be returning to New Orleans July 4-6, 2008. This year's Festival is destined to be the hottest music event of the summer and will feature Rihanna, Kanye West, Chris Rock, Chris Brown, Mary J. Blige, Jill Scott, Keyshia Cole, LL Cool J, Morris Day and The Time, Maze featuring Frankie Beverly and more.

MEDIA CHECK-IN - 6:00 PM

RED CARPET ARRIVALS- 6:30 PM

SHOW BEGINS - 8:00 PM

MEDIA CHECK-IN WILL END AT 7:30 PM

APOLLO THEATER

Since introducing the first Amateur Night contests in 1934, the Apollo Theater has played a major role in the emergence of innovative musical genres including jazz, swing, bebop, R&B, gospel, blues, soul and hip-hop. Ella Fitzgerald, Sarah Vaughan, Billie Holiday, Sammy Davis, Jr., James Brown, Bill Cosby, Gladys Knight, Luther Vandross, D'Angelo, Lauryn Hill, and countless others began their road to stardom on the Apollo's stage. Based on its cultural significance and architecture, the Apollo Theater received state and city landmark designation in 1983 and is listed on the National Register of Historic Places.

The Apollo Theater Foundation was established as a 501 (c) 3 not-for-profit corporation in 1991 and is dedicated to the preservation and development of the Apollo Theater. The historic venue hosts major concerts and special events and continues its tradition of discovering future stars with its weekly installment of Apollo Amateur Night every Wednesday night. Harlem is Manhattan's third most popular tourist destination and the Apollo remains Harlem's top attraction, drawing 1.3 million visitors annually.

The world famous Apollo Theater, "where stars are born and legends are made"(TM) is located in the heart of Harlem at 253 West 125 Street, between Adam Clayton Powell Blvd (7th Ave.) and Frederick Douglass Blvd (8th Ave.). For further information about the Apollo Theater, visit the website at www.apollotheater.org.

About Coca-Cola Presents the 2008 Essence Music Festival:

The 2008 Essence Music Festival is executive produced by Essence Festivals LLC and produced by Rehage Entertainment. Essence Festivals LLC is a division of Essence Communications Inc. (ECI). ECI is also the publisher of ESSENCE magazine. ESSENCE, for 38 years, continues to be the preeminent lifestyle magazine for African-American women.

About The Coca-Cola Company

The Coca-Cola Company is the world's largest beverage company, refreshing consumers

with more than 450 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 1.5 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 website at www.thecoca-colacompany.com.

Source: The Coca-Cola Company