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# **NASCAR(R) Driver Kyle Petty Comes Through for Fans Around the Country with Offer of Free Coke Zero**

## **People Across the U.S. Can Get a Free 20-ounce Coke Zero and Help Support Victory Junction Gang Camp**

DAYTONA BEACH, Fla.--(BUSINESS WIRE)--

For several members of the Coca-Cola Racing Family, a victory in the inaugural Coke Zero 400 Powered By Coca-Cola was so close they could taste it. Although the drivers were unsuccessful in their bid to take the checkered flag, millions of fans in the U.S. still have an opportunity to get a "Taste of Victory" of their own.

Through the Coke Zero "Taste of Victory" program, if one of the 13 drivers sponsored by Coca-Cola won the Coke Zero 400, fans would be able to enjoy the Real Coke Taste and Zero Calories of Coke Zero for free. Even without a victory, Kyle Petty - a founding member of the Coca-Cola Racing Family and analyst in the TNT broadcast booth for the race - announced that in celebration of the inaugural Coke Zero 400 at iconic Daytona International Speedway, fans would still be able to receive free Coke Zero.

Any U.S. resident 13 years of age or older can simply visit [www.CokeZero.com](http://www.CokeZero.com) through July 13 and follow the instructions to receive a coupon for a free 20-ounce bottle of Coke Zero (1). In addition to quenching their thirst, fans can help support a charity close to the hearts of Coca-Cola Racing Family drivers. Coke Zero will donate \$1 to the Victory Junction Gang Camp on behalf of the first 10,000 people who visit CokeZero.com to request a free coupon.

Founded by Petty and his wife Pattie in honor of their late son Adam, the Victory Junction Gang Camp enriches the lives of children with chronic medical conditions or serious illnesses by providing life-changing camping experiences that are exciting, fun and empowering, in a safe and medically sound environment.

"It's pretty sweet to share the real Coke taste and Zero calories of Coke Zero with fans around the country," said Kyle Petty. "I hope to see millions of people visit CokeZero.com to claim their free 20-ounce bottle and join me in celebrating an exciting Coke Zero 400."

Coca-Cola Racing Family drivers participating in the "Taste of Victory" program included Tony Stewart, Kevin Harvick, Jeff Burton, Denny Hamlin, Mark Martin, Greg Biffle, Elliott Sadler, Jamie McMurray, Bobby Labonte, Michael Waltrip, Clint Bowyer and David Ragan. Terry Labonte also was eligible as the driver of the #45 Petty Enterprises Dodge.

"We were really rooting for one of our drivers to get to Victory Lane and deliver a taste of victory to people across the U.S.," said Bill Kelly, senior vice president, Coca-Cola Brands, Coca-Cola North America. "In the end, it was a great race and that's reason enough to follow

through with our offer to give away free Coke Zero and to continue our support of Kyle Petty's Victory Junction Gang Camp."

The "Taste of Victory" program is one of many ways Coke Zero has taken a prominent role in NASCAR(R) this year. Title sponsorship of the Coke Zero 400 Powered By Coca-Cola serves as the centerpiece for the brand's expanded presence in the sport. In addition, marketing efforts have included the launch of Coke Zero's first-ever NASCAR(R)-themed advertising campaign, driver appearances, high-visibility track signage, at-track sampling and much more - all promoting the brand's core message - Coke Zero has "Real Coke Taste and Zero Calories."

With a current share of 1.5%, Coke Zero is the only sparkling beverage brand of 350 launched since 2001 to surpass and maintain a 1% market share. By using irreverent, humorous communication and delivering Real Coke Taste and Zero Calories, Coke Zero has established a strong connection with young adult males and achieved the highest trial of any recently launched Coca-Cola North America brand.

The debut of the Coke Zero 400 Powered By Coca-Cola is part of a 10-year sponsorship agreement between Coca-Cola North America (CCNA) and International Speedway Corporation (ISC). Through a variety of track partnerships, brands from CCNA will be refreshing fans at 13 race tracks in 2008 before expanding to 17 race tracks by 2012. Coca-Cola is the official sparkling beverage of NASCAR(R) and has been involved with stock car racing for more than 40 years. A signature part of Coca-Cola's innovative NASCAR(R) program is the Coca-Cola Racing Family - a collection of veteran drivers and rising stars.

(1) Coupons for free 20-ounce bottles of Coke Zero will be redeemable until September 1, 2008 at participating retailers across the country where Coca-Cola products are sold. Limit is one coupon per person. All U.S. residents 13 years of age or older are eligible.

#### 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](http://www.thecoca-colacompany.com).

Source: The Coca-Cola Company