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Coke Zero™ Renews Agreement with CIAA® and Reinforces Commitment to Education

ATLANTA--(BUSINESS WIRE)-- Basketball fans can look forward to creating memorable moments at this week's Central Intercollegiate Athletic Association (CIAA) Tournament, as Coke Zero brings a team of interactive activities to Charlotte, N.C. Coke Zero returns as the tournament's official soft drink—delivering real Coca-Cola taste with zero calories—and The Coca-Cola Company celebrates the extension of its longstanding, 47-year sponsorship of the CIAA.

The Coca-Cola Company will contribute more than \$200,000 toward scholarships for CIAA and its member institutions over the next three years as part of the renewed agreement.

"Coca-Cola has a strong commitment to education and we are thrilled to continue our sponsorship of the CIAA to help provide resources for deserving students," said Reginald Bean, Multicultural Director, Coca-Cola Bottling Co. Consolidated.

CIAA fans will "Enjoy More" this year with the Coke Zero Soundstage, which will feature performances by various artists. Spectators are invited to get involved in the action by participating in competitive games at the EPICENTRE. Throughout the championship weekend, guests will have several opportunities to win Coke Zero premiums, VIP seating or exclusive party passes. A few select attendees will have the chance to show their skills on the Time Warner Cable Arena floor and compete in the Coke Zero Shoot Out.

"The CIAA has developed great corporate sponsors who ultimately help our member institutions and our student-athletes. The Coca-Cola Company has been a fantastic sponsor and we look forward to a continued and growing relationship," said Jackie Carpenter, CIAA Commissioner.

Topping off the tournament's last day of competitive play, the Coke Zero MVP trophy will be awarded to the best performing players from the men's and women's championships. Reginald Bean will present the trophies.

"The CIAA tournament has a tremendous following and draws thousands to Charlotte for endless fun-filled activities. Coke Zero will again be on the sidelines and throughout the city to help keep everyone refreshed and enjoying more," said Lauventria Robinson, Vice President of Multicultural Marketing, Coca-Cola North America.

Everyone can stay close to the action and showcase how they "Enjoy More" on Twitter and Facebook, using the hashtag #ENJOYMORECIAA.

About The Coca-Cola Company

The Coca-Cola Company (NYSE: KO) is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Led by Coca-Cola, one of the

world's most valuable and recognizable brands, our Company's portfolio features 16 billion-dollar brands including Diet Coke, Fanta, Sprite, Coca-Cola Zero, **vitaminwater**, POWERADE, Minute Maid, Simply, Georgia and Del Valle. Globally, we are the No. 1 provider of sparkling beverages, ready-to-drink coffees, and juices and juice drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy our beverages at a rate of 1.9 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that reduce our environmental footprint, support active, healthy living, create a safe, inclusive work environment for our associates, and enhance the economic development of the communities where we operate. Together with our bottling partners, we rank among the world's top 10 private employers with more than 700,000 system associates. For more information, visit Coca-Cola Journey at www.coca-colacompany.com, follow us on Twitter at twitter.com/CocaColaCo, visit our blog, Coca-Cola Unbottled, at www.coca-colablog.com or find us on LinkedIn at www.linkedin.com/company/the-coca-cola-company.

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