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Steal a Moment with fruitwater® and Christina Applegate

New campaign calls for busy fans to take a bubbly break

NEW YORK--(BUSINESS WIRE)-- Even during the most hectic days, it's important to find a few stolen moments for ourselves. That's why the makers of **fruitwater**® are launching a new campaign with brand spokesperson and partner, Christina Applegate, that encourages people to do just that. **fruitwater** is a great-tasting, naturally fruit flavored, zero calorie sparkling water beverage.

"Christina Applegate uses a decoy to steal a moment for herself on the set of a recent fruitwater® ad campaign shoot in Los Angeles." (Photo: Business Wire)

Digital videos are at the center of the campaign and feature Christina stealing some moments for herself. In one video,

Christina uses a less-than-perfect decoy to take over her daily duties and in another, she uses an umbrella to dodge everything life throws at her. When she finally has a quick break, she takes a pause to fully enjoy her stolen moment: a sip of her favorite sparkling and refreshing **fruitwater**.

"Between juggling meetings and playdates, housework and homework, dinner with the family and staying fit – every day is an adventure! As we all know, there just never seem to be enough hours in the day, so it's nice to steal a moment to enjoy a **fruitwater**," noted actress and busy mom, Christina.

In addition to the digital videos, **fruitwater** lovers will have the chance to win helpful, time-saving prizes by becoming a fan of **fruitwater**'s Facebook page (facebook.com/fruitwater) and leaving a comment about how they steal a moment. The campaign will also be brought to life with creative print executions in key entertainment and lifestyle outlets, through exciting programs and partnerships and via new sparkling **fruitwater** tasting vehicles. Be on the lookout for **fruitwater** cruising through cities like Boston, Chicago, Los Angeles, San Francisco and Miami.

To see the campaign and the new bubbly design and packaging for **fruitwater**, click over to www.fruitwater.com and follow **fruitwater**® on Instagram (@fruitwaterbev) and Twitter (@fruitwater).

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 17 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](http://www.coca-colablog.com), at www.coca-colablog.com or find us on LinkedIn at www.linkedin.com/company/the-coca-cola-company.

The Coca-Cola Company
Emily Johnson, 212-545-6144
emijohnson@coca-cola.com

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