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Coke Pops Open a Brand New Attraction

Company Celebrates New World of Coca-Cola Grand Opening

ATLANTA--(BUSINESS WIRE)--

The Coca-Cola Company today celebrated the official grand opening of the new World of Coca-Cola(R) at Pemberton Place(R). Expected to draw more than 1 million visitors in its first year of operation alone, the new World of Coca-Cola represents a significant enhancement to an already growing center for tourism in Georgia. The Company will use its new attraction to showcase how people all around the world have connected with its brands for more than 120 years.

Officials on hand to help commemorate the grand opening included The Coca-Cola Company Chairman and CEO Neville Isdell, President and COO Muhtar Kent, Governor Sonny Perdue and Atlanta Mayor Shirley Franklin. As part of the event, Mr. Isdell popped open a larger-than-life bottle of Coca-Cola and launched an explosion of streamers, cannon fire and music. A colorful cast of iconic Coca-Cola characters - including the Polar Bear and the Coca-Cola Santa - entertained a crowd of spectators and led them into the attraction for the first time.

"The new World of Coca-Cola is a physical expression of everything Coca-Cola is, of how we bring Coca-Cola to life every day, of what we stand for as a Company, and of our commitment to refreshment, enjoyment, and fun," said Mr. Isdell. Twice the size of its predecessor, the attraction includes more than 1,000 artifacts that have never been seen by the public. The building was constructed in accordance with the United States Green Building Council's Leadership in Energy and Environmental Design (LEED) standards. It is one of few environmentally sustainable buildings in Georgia.

"Part of our strategy with the new attraction is communicating that intangible emotional connection that people have with Coca-Cola," said Marc Mathieu, senior vice president for Global Brand Marketing and Creative Excellence. "The new World of Coca-Cola embodies that sense of happiness that our brand stands for around the globe." The attraction features three theaters (one in 4D), a real bottling line, a popular culture exhibit showcasing artwork by Andy Warhol and a contemporary tasting lounge where guests can sample 70 Coca-Cola products from around the globe - including sparkling beverages, waters, juices, teas and sports drinks.

"We expect the new World of Coca-Cola will provide a new and different platform for people to immerse themselves in our brands in a way that is magical and fun," said Mark Greatrex, senior vice president, Marketing Communications and Insights. "We have re-designed the attraction to feature more ways for guests to play an active role in their experience. Expect a surprise around every corner." Visitors can play interactive games, send digital postcards to friends around the world, create their own pop art and contribute their Coca-Cola memories to a living exhibit.

The new World of Coca-Cola is located at Pemberton Place, next door to the Georgia Aquarium, which opened in November 2005 on land donated by The Coca-Cola Company. The company also donated 2.5 acres to the City of Atlanta for a Civil and Human Rights Center to be located on the same site. Pemberton Place is within walking distance to a host of neighboring attractions, including Centennial Olympic Park.

Tickets are available online at www.worldofcoca-cola.com for a discounted rate, or onsite at full price from ticket windows. General admission ticket prices are \$15 for adults; \$13 for seniors (ages 55 and up) and \$9 for youth (ages 5-12); toddlers are admitted free with an accompanying adult. The attraction is open 7 days a week, from 9 a.m. through 5 p.m. (and 8 a.m. to 6 p.m., June through August). The building will be closed in observance of national holidays including, Easter, Thanksgiving and Christmas.

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.

Source: The Coca-Cola Company