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THE *Coca-Cola* COMPANY

# Coke Zero Becomes Title Sponsor of July Nascar Sprint Cup Series Race at Daytona International Speedway

## Fans Will Select Official Logo for the "Coke Zero 400 Powered By Coca-Cola"

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

Coke Zero is taking the driver's seat as the new title sponsor of the July NASCAR Sprint Cup Series(TM) race at the famous Daytona International Speedway (July 5, TNT, 6:30 p.m.). Officially, the race will be entitled the "Coke Zero 400 Powered By Coca-Cola."

To bring NASCAR(R) fans closer to the sport they love and create excitement about the race, Coke Zero and Daytona International Speedway are hosting an online voting contest that allows fans to choose the official race logo. Beginning in conjunction with the 50th running of the Daytona 500 (Feb. 17, Fox, 2 p.m.), fans can visit NASCAR.com to vote for their favorite from two logo options. The winning logo, determined solely by fan votes, will be revealed on NASCAR.com immediately after the contest concludes on March 1, 2008.

"As Coke Zero takes a bigger role in NASCAR, we can't think of a better venue to showcase the brand than under the lights at Daytona during Fourth of July weekend," said Beatriz Perez, senior vice president, Integrated Marketing, Coca-Cola North America. "People who are unwilling to compromise on taste choose Coke Zero for its real Coke taste and zero calories. Because NASCAR fans have the same uncompromising attitude about their favorite sport, it makes sense to give them a say in choosing the logo for the Coke Zero 400 Powered By Coca-Cola."

Title sponsorship of the Coke Zero 400 Powered By Coca-Cola will serve as the centerpiece for Coke Zero's expanded presence within NASCAR. When the green flag drops on the start of the 2008 season, fans also will see the debut of Coke Zero's first-ever NASCAR-themed advertising campaign, along with driver appearances, high-visibility track signage and several other initiatives - all promoting the brand's core message - Coke Zero has "Real Coke Taste and Zero Calories."

"With a history of creating innovative experiences to bring NASCAR fans closer to the sport, Coca-Cola is a perfect partner to help build on the traditions of Daytona and create new ones like the Coke Zero 400 Powered By Coca-Cola," said Robin Braig, president, Daytona International Speedway. "We can't wait to give fans a taste of what Coke Zero will bring to one of NASCAR's premier events."

Scheduled for July 5, the 2008 Coke Zero 400 Powered By Coca-Cola, concludes a holiday weekend of racing at Daytona International Speedway. The NASCAR Nationwide Series takes to the speedway for the running of the Winn-Dixie 250 Powered By Coca-Cola on July

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The debut of the Coke Zero 400 Powered By Coca-Cola is part of a new 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 12 race tracks in 2008 before expanding to 16 race tracks by 2012.

In December 2007, CCNA also extended its long-term partnership with NASCAR through the 2017 season. The sponsorship commitment, one of the largest in professional sports, continues CCNA's position as the exclusive non-alcoholic beverage sponsor for NASCAR.

While Coca-Cola has been involved with stock car racing for more than 40 years, the brand officially teamed with NASCAR in 1998. A signature part of the Coca-Cola's innovative marketing approach is the Coca-Cola Racing Family - a group of top drivers that includes Greg Biffle, Jeff Burton, Denny Hamlin, Kevin Harvick, Dale Jarrett, Bobby Labonte, Mark Martin, Jamie McMurray, Kyle Petty, Elliott Sadler, Tony Stewart and Michael Waltrip. In addition, the Coca-Cola 600, held annually at Lowe's Motor Speedway in Concord, N.C., is the longest continuous sponsorship of any race in NASCAR.

Coca-Cola Zero was created to meet consumer demand for Real Coke Taste with Zero Calories. Together, Coca-Cola, Diet Coke and Coke Zero are the perfect trifecta of cola brands, offering choice for anyone seeking great cola taste. Since its launch in 2005, volume growth for Coke Zero continues to accelerate. Among 350 sparkling beverage brands launched since 2001, Coke Zero is one of only six to surpass 1% market share, and the only one to maintain it. 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.

#### About The Coca-Cola Company

The Coca-Cola Company is the world's largest beverage company. Along with Coca-Cola, 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, Fanta and Sprite, 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](http://www.thecoca-colacompany.com).

Source: The Coca-Cola Company