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A COCA-COLA CAMPUS

College on the 'Coke Side of Life'

Tucson—July 16, 2008 – University of Arizona students and faculty might notice a little more red on campus when they return for classes for the fall semester. Beginning this month, the UA will get a taste of college on the 'Coke Side of Life' as Coca-Cola replaces Pepsi as the primary beverage served on campus.

Coca-Cola was selected as the exclusive beverage provider for the University of Arizona through a comprehensive Request for Proposal process, which included a six-month review. As part of the exclusive 10-year deal between Coca-Cola North America (CCNA), Coca-Cola Enterprises (CCE) and the UA, products from Coca-Cola will be offered in every vending machine and fountain outlet across every University-operated dining location on the UA's main campus.

"We've enjoyed a wonderful relationship with Pepsi-Cola for the past 10 years and now look forward to establishing a similar relationship with Coca-Cola," said Dr. Dan Adams, UA associate vice president for student affairs. "We're excited to welcome Coca-Cola to the UA community and look forward to collaborating with our new partners to create exclusive programs to help enhance campus life for our students."

Coca-Cola will directly support and provide funding for student-run programs within the UA's Center for Student Involvement & Leadership, wellness and diversity initiatives and the Vice President's program for funding creative excellence through the Office of Student Affairs. In addition, Coca-Cola is underwriting Freshman Convocation activities, speaker series and the Accolades student recognition program.

Coca-Cola is also bringing several new enhancements to the UA campus that will directly benefit all students, staff and faculty. Foremost, the UA's CatCard program will expand as Coke is providing new vending machines that will accept the University's meal plans via the student's CatCard, allowing students to use their CatCards to purchase Coca-Cola beverages throughout the campus. These new machines will also accept Master Card and Visa credit cards. In addition, Coca-Cola is outfitting all athletic venue concessions stands with new menu boards and fountain dispensing equipment.

"We're ready to kick off an exciting and mutually beneficial relationship with the University of Arizona and make Coca-Cola part of the Wildcat tradition," said Sharon Byers, vice president, National Programs and Regional Asset Management, Coca-Cola North America. "When students, faculty and staff gather to learn, study, celebrate and create Wildcat memories, the brands of The Coca-Cola Company – from Coca-Cola to vitaminwater – will be there to refresh and uplift them."

Coca-Cola is already working to create customized marketing programs and sampling opportunities for UA students and faculty that will feature multiple brands from the Coca-Cola beverage portfolio. Key focal points for activation will include the Arizona

Student Unions and Campus Dining Services, other areas within UA Student Affairs and UA Athletics.

A significant piece of the multi-year partnership, which makes Coca-Cola the official soft drink of the Arizona Wildcats, includes sponsorship elements managed by Arizona Athletics and IMGCollege. The sponsorship will include such programs as retail marketing promotions, stadium signage, individual game day sponsorships, Fan Fiesta entitlement, official partnership with ArizonaAthletics.com and Olympic sports sponsorships.

"The athletic department is extremely pleased to have Coca-Cola join our corporate partner team," said UA Athletic Director Jim Livengood. "Arizona has become one of the most recognized programs in the nation just as Coca-Cola has become a global leader in the marketplace. We are excited and look forward to a long relationship between our two organizations."

The sponsorship commitment is one of the most significant sports sponsorships for Arizona Athletics and allows multiple Coca-Cola brands to connect with Wildcat fans at all levels.

"We are eager to provide UA students with their favorite beverages from our extensive portfolio," said Jeff Sigmen, vice president, On-Premise, Coca-Cola Enterprises. "Students will soon be able to enjoy college on the 'Coke Side of Life' and we look forward to a decade of refreshing the University of Arizona while providing world class customer service."

The Campus Dining Service, Coca-Cola and Pepsi-Cola (the UA's previous beverage provider) are working closely together to ensure a smooth transition over the summer, with minimal impact to UA students and the campus.

About The University of Arizona

Located in Tucson, Ariz., the UA is one of the nation's leading public universities, with a long history of academic excellence, research innovation and a student-centered approach. A member of the prestigious Association of American Universities, the UA is ranked 13th among public universities by the National Science Foundation with total research expenditures last year of \$530 million. With more than 37,000 students across three campuses representing 50 states and 124 nations, the UA is on the forefront of discoveries – from the depths of space to the medical and genetic mysteries of life, from emerging trends in climate change to the broad complexities of the human condition.

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: www.thecoca-colacompany.com

About Coca-Cola Enterprises

Coca-Cola Enterprises (CCE) is the world's largest marketer, distributor, and producer of bottle and can liquid nonalcoholic refreshment. CCE sells approximately 80 percent of The Coca-Cola Company's bottle and can volume in North America and is the sole licensed bottler for products of The Coca-Cola Company in Belgium, continental France, Great Britain, Luxembourg, Monaco, and the Netherlands. For more information about CCE, please visit: www.cokecce.com