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CONTACT: Tennessee Soccer - 615-590-2200

POWERADE® Kicks Off Youth Soccer Partnerships with Various State Associations

Sports Drink scores with Grocery chain in five southeast states

POWERADE®, the Official Sports Drink of the FIFA World Cup, is teaming with Publix to nurture the next generation of soccer stars by supporting state soccer associations throughout the southeast. The Alabama Youth Soccer Association, Georgia Soccer, Florida Youth Soccer Association, South Carolina Youth Soccer Association and Tennessee State Soccer Association will be the beneficiaries of a program designed to encourage youngsters to pursue their soccer aspirations.

During the promotional period of August 11th – 31st in participating stores, 25¢ from every multipack of POWERADE purchased at Publix stores will be donated back to the five State Soccer Associations. Packs included in the promotion are the 8 pack 20 fl oz and 6 pack 12 fl oz for all flavors.

The youth soccer association partnerships fit perfectly with POWERADE's mission to help athletes power through to success. One of the brand's strongest beliefs is that, through hard work and determination, athletes can overcome obstacles and achieve new heights. A similar spirit is celebrated and instilled by these youth soccer organizations.

In addition to the soccer program activation, the POWERADE® star will shine bright at Publix stores this spring with a myriad of great deals, including BOGO and multi-pack sales in April and May.

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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, the world's most valuable brand, our Company's portfolio features 15 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



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beverages at a rate of more than 1.7 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 employees. For more information, please visit www.thecoca-colacompany.com or follow us on Twitter at twitter.com/CocaColaCo. For more information on POWERADE, please visit www.us.powerade.com or www.facebook.com/POWERADEION4.

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About Tennessee Soccer

Tennessee State Soccer Association (TSSA) has a current membership base of over 40,000 registered players, primarily youth, and approximately 5,000 active coaches, referees, and administrators through our network of over 105 local member organizations across the state.

Tennessee Soccer's purpose is to promote the sport of soccer for the enjoyment of players of all ages, as well as parents and spectators, by creating and increasing opportunities for wholesome participation.

For more information on Tennessee Soccer, visit: www.tnsoccer.org