

Diet Coke Launches "It's Mine" Campaign

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Love comes in many forms and fashions, but the affection fans feel for Diet Coke is truly unique. Next month, fans will have another reason to swoon over their favorite no-calorie beverage. For the first time ever, the great taste of Diet Coke will be available in millions of unique package designs with the launch of the Diet Coke IT'S MINE program. The innovative initiative, a continuation of the brand's Get A Taste campaign, launched February 1.

The IT'S MINE program also marks another first for the U.S. brand's history – the introduction of the Diet Coke 12-oz. glass contour bottle, available for a limited time. Millions of one-of-a-kind, vibrant designs featured on the bottles mean no two are the same – just like the fans who enjoy Diet Coke.

"The launch of the IT'S MINE program is a continued celebration of our fans' unique, steadfast love for the delicious taste of Diet Coke," said Rafael Acevedo, Group Director, Diet Coke, Coca-Cola North America. "Through a robust, integrated national program, we're inviting fans to choose from millions of unique Diet Coke designs, selecting the one they feel is uniquely their own."

Diet Coke partnered with HP Inc. to leverage their innovative HP Indigo digital printing technology as part of design development and bottle production. First, Diet Coke created 36 'base' designs inspired by the bubbles, fizz, taste and spirit of Diet Coke. Then, through HP's software, the base designs were used to automatically create millions of entirely new graphics.

Fans can purchase their very own Diet Coke IT'S MINE bottle, while supplies last, at major retailers across the country. In addition to the Diet Coke 12-oz. glass bottles, a select number of patterns will also be available on 7.5-oz. mini-cans, 8.5-oz. aluminum bottles, 12-oz. and 16-oz. cans and 500 mL and 20-oz. PET bottles.

To kick off the program with fans, Diet Coke is partnering with celebrity stylist, E! "Fashion Police" host and Diet Coke fan, Brad Goreski to host an IT'S MINE pop-up fashion house experience in New York City at the start of fashion week. Goreski will share his must-haves for the upcoming season and give fans that splash of color they love at micro-styling appointments. Fans will browse through the season's wardrobe must-haves curated by Goreski before meeting with him one-on-one to complete their look with the ultimate must-have accessory – their very own IT'S MINE Diet Coke bottle. Page 2 of 2

"I am excited to get the great taste of Diet Coke, now in a unique IT'S MINE design," said Goreski. "It will be fun to see how other fans use their own IT'S MINE bottle to add the perfect pop of color to their look."

From February 8 through March 31, fans nationwide can take part in the fashion house experience by entering the IT'S MINE sweepstakes. Fans who share a photo of their new look for the season, paired with their IT'S MINE Diet Coke, and use the hashtag #ITSMINEsweepstakes will be entered for a chance to win \$10,000 worth of wardrobe must-haves hand-picked by Goreski, plus a year's supply of Diet Coke.

As part of the IT'S MINE program, a new :30 TV spot titled "It's Mine" will debut February 1. The spot is a celebration of the love Diet Coke drinkers have for their favorite no-calorie beverage, and it dramatizes the lengths fans will go to get their hands on a Diet Coke.

The light-hearted, glamorous commercial features a well-dressed woman leaping through the air to grab an IT'S MINE bottle. A second :30 spot featuring the "It's Mine" heroine will air in late February.

Starting next week and through April, fans can interact with the IT'S MINE bottle designs online through Diet Coke social content, including eye-catching cinematic pins on Pinterest and interactive, swipe-able GIFs on Twitter. The Diet Coke IT'S MINE program also includes digital video and in-store, print and out-of-home advertising showcasing several bottle designs.

For more information on IT'S MINE, visit www.coca-colacompany.com/DietCokeITSMINE.