



COCA-COLA'S MODERN-DAY IMAGE OF SANTA CLAUS TURNS 75 THIS HOLIDAY SEASON

***Likeness of Holiday Icon, Commissioned by Coca-Cola, Rings in a Milestone
Free Art Exhibit Featuring Original Paintings Debuts in New York and Online***

ATLANTA, Oct. 18, 2006 — This holiday season, birthday cake will replace cookies on St. Nick's wish list. The modern-day image of Santa Claus – based on a painting commissioned by Coca-Cola – turns 75 this year.

Legendary illustrator Haddon Sundblom created the rosy-cheeked figure – today's traditionally accepted appearance of the jolly old elf – in 1931 for a Coke holiday advertising campaign. Since that time, the Coca-Cola Santa has become one of the most beloved cultural icons and an anticipated part of holiday tradition.

To mark the 75th anniversary, Coca-Cola will hold a free exhibit of Sundblom's pieces in New York City during the holidays. The entire exhibit also will be featured online, as part of a virtual gallery, for all to enjoy.

"The Coca-Cola Santa embodies the holiday spirit and has helped shape the image of Santa Claus around the world," said Phil Mooney, director, Archives, The Coca-Cola Company. "It's amazing that what started out as a simple advertising concept has become the cornerstone of our Company's holiday campaigns for the past 75 years."

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Sundblom Takes Santa from Stern to Jolly

When Coca-Cola first approached Sundblom in 1931 to develop an illustration, popular culture's perception of Santa Claus ranged from a stern, tall, gaunt man to an elf donning a bishop's robe or a Norse huntsman's animal skin. Sundblom changed this visual notion by turning to Clement Clark Moore's popular 1822 poem, "A Visit From St. Nicholas" (commonly known as "'Twas the Night Before Christmas") for inspiration, which led to his friendly interpretation. In total, Sundblom created more than 40 pieces that feature the Coca-Cola Santa and the image became an integral part of the Company's holiday advertising campaigns for the last 75 years.

"The Coca-Cola Santa paintings are invaluable as they are the basis for one of the most prominent images we associate with the holidays," said Leila Dunbar, senior vice president and director of the collectables department at the international auction house Sotheby's. "While Sundblom's last official Santa painting for Coca-Cola was completed in 1964, we're reminded of how timeless his work is each holiday season."

The Coca-Cola Santa 75th Celebration

Adding cheer to a festive holiday season, Coca-Cola is bringing the celebration of the 75th anniversary of St. Nick's classic look to people across the country in a number of ways, including:

- ***New York Gallery Exhibit*** – The Coca-Cola Santa paintings – previously featured at renowned museums such as The Louvre in Paris – will make their 75th anniversary debut in New York City on Dec. 1 at Jazz at Lincoln Center. The free public exhibit will feature 15 of the most beloved Coca-Cola Santa original oil paintings.
- ***Online Virtual Exhibit*** – Beginning Nov. 7, those outside the Big Apple this holiday season can visit the Holiday 2006 section of www.mycokerewards.com to enter a virtual gallery and view 20 original pieces of artwork in the Sundblom collection of Santa Claus images. The gallery will be complete with descriptions, interesting facts and examples of how the paintings were adapted to other forms of Coca-Cola advertising over the past 75 years. Guests can take some of the holiday cheer with them in the form of free screensavers and eCards featuring Sundblom's famous artwork. They also have the option to redeem their My Coke Rewards points for items such as Coca-Cola Santa ornaments, digital replicas of the original paintings, miniature Coca-Cola Holiday Caravan trucks, plush Coca-Cola Polar Bears and more.

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- **Packaging** – This year, Santa will arrive early in the form of Coca-Cola Classic multi-packs and multi-liters bearing the image of the Coca-Cola Polar Bears presenting Santa with a bottle of Coca-Cola tied with a bow. In addition, six-packs of 8-oz. limited-edition collector's bottles with the signature contour shape will be shrink-wrapped in light green metallic and the carriers will be decked with four pieces of Sundblom's artwork spanning the decades of the 1930s to the 60s. Additionally, several Coca-Cola trademark brands – Diet Coke, Caffeine-Free Diet Coke and Coca-Cola Zero – will pay tribute to Santa either by featuring a family of Coca-Cola Polar Bears reading their letter to Santa or a Coca-Cola Polar Bear donning a Santa hat. Packaging will hit store shelves in select markets beginning mid-November and carry the Coca-Cola holiday theme – *Give. Live. Love. Coke.*
- **Holiday Caravan** – Rolling with replicas of the original paintings, the brilliantly illuminated Coca-Cola Holiday Caravan will once again make its way into communities across the U.S. to spread holiday cheer. The five, 18-wheeled semi-trucks are decorated with the image of the Coca-Cola Santa and aglow with 25,000 twinkling lights. At each stop along the way, visitors will be greeted with a traveling exhibit of six digital replica Coca-Cola Santa canvas paintings and secondary pieces, such as packaging and calendars. My Coke Rewards kiosks at each location will allow visitors to register for the rewards program and redeem their My Coke Rewards points for reproductions of the featured paintings.
- **College Art Contest** – Drawing on the spirit of the now famous Santa Claus image created 75 years ago, students at five art colleges – Rhode Island School of Design, Louisiana State University, University of Georgia, Kansas City Art Institute and Arts Center College of Design – have been invited to compete in an art contest that asks entrants to submit their interpretation of the modern-day Coca-Cola Santa. Finalists will be selected to attend the opening of the Coca-Cola Santa exhibit in New York City, where their art will be displayed next to the original Sundblom works.
- **Outdoor Advertising** – Across the country, billboards will be decorated with the festive image of the Coca-Cola Santa blowing snowflakes through the air. The advertising carries the *Give. Live. Love. Coke.* theme. Special interactive, animated displays will bring the same Coca-Cola Santa image to life in Simon Malls around the U.S.

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 soft drink brands, including Diet Coke, Fanta and Sprite, and a wide range of other beverages, including diet and light soft drinks, 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 1.3 billion servings each day. For more information about The Coca-Cola Company, please visit our website at www.thecoca-colacompany.com.

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