



Media Relations Department
P.O. Box 1734, Atlanta, Georgia 30301
Telephone (404) 676-2121

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Contact: Petro Kacur
The Coca-Cola Company
+1 404-676-3127
petkacur@na.ko.com

Coca-Cola Launches Competition to Design Online “Virtual Thirst” Coke Machine

***Open Competition Invites “In-World,” Second Life® Residents and the Public
to Imagine a Virtual Vending Machine with Limitless Possibilities***

**Design Contest Guidelines and Sample Prototypes at www.virtualthirst.com;
Winning Creation to be Deployed Throughout Virtual World of Second Life®**

ATLANTA, April 16, 2007 – Imagine a vending machine that dispenses entertainment, adventure or happiness; a device that satisfies curiosities and fulfills virtual wishes. Coca-Cola is calling on the public to envision and design just such a futuristic appliance.

More specifically, The Coca-Cola Company is inviting the virtual community that resides online at Second Life® – or anyone, for that matter, with a view of “the Coke experience of the future” – to submit their most inventive ideas for the next generation of Coke machines.

Coca-Cola is launching an open contest for Second Life residents and the general population to design a virtual experience machine through its “Virtual Thirst (Coke + Alt + Refresh)” competition. Second Life is a three-dimensional, online digital world that enables its user “residents” to explore a digital universe and interact through online “avatars” (graphical depictions of the residents).

This contest is not a search for the virtual version of a real-life vending machine that distributes bottles and cans, but the mission to create a portable device for Second Life’s “in-world” digital society that unleashes a refreshing and attention-grabbing experience, on demand.

“Put simply, we’ve invited the world to use the Second Life platform to design and prototype the ultimate Coke machine – something that delivers an innovative, engaging experience in Second Life, as defined by its community of residents,” said Michael Donnelly, Director, Global Interactive Marketing, The Coca-Cola Company. “For example, it could play music from a jukebox, or display fun animation and video, or transform the user’s experience and capabilities in some positive way. There are few restrictions, except that

the more inspired and original the idea, the better. This competition is a chance for anyone with a vivid imagination to design an experience that embodies the in-world Coke Side of Life in a way that enhances their lives and the lives of others within Second Life.”

“The Coke Side of Life,” the global marketing platform for brand Coca-Cola, is based on the simple idea that drinking a Coke tastes good and makes people happy. The theme is an invitation to live on the positive side of life.

Contest Guidelines

Consumers around the world can enter the Virtual Thirst vending machine competition, even if they are not currently a resident of the virtual world Second Life. Submission guidelines and design contest rules are posted on the web microsite www.virtualthirst.com.

To give consumers a feel for the contest’s broad design latitude, Coca-Cola also has posted videos of three working prototype Virtual Thirst vending machines – designed by actual in-world builders from Second Life – on the microsite. In addition, Company officials are demonstrating the concept during Virtual Thirst launch events conducted in-world today for residents and reporters visiting Second Life (www.secondlife.com).

“The prototypes are merely thought-starters that set the optimistic tone of the Coke Side of Life and the virtually limitless possibilities of such a machine,” Donnelly said. “We have been careful to seek the opinion and active participation of the Second Life community before bringing it a new experience. Our approach has been to partner with that vibrant community to co-create a program that enhances this exciting virtual environment. We plan to continue conversing with residents throughout this process.”

Working with new-marketing firm crayon, Coca-Cola assembled a virtual advisory board – anchored by Second Life residents and designers – to collect critical feedback on the competition concept and establish the contest guidelines.

“Working with crayon has helped us better understand the virtual world space,” added Donnelly. “The agency was launched in Second Life last year and, as one of the true pioneers, has provided valuable insight into working with the community.”

Design entries will be accepted through a variety of formats and submission methods, including submissions within Second Life, YouTube and MySpace. Submission guidelines for each of these web platforms and contest rules are posted on MySpace at www.myspace.com/virtualthirst, as well as on “crayonville Island” in Second Life.

The entry deadline is 25 May 2007.

Grand Prize: Real Life for Your Virtual Machine

An advisory council made up of Second Life residents will select the winner. The grand prize winner will travel, courtesy of Coca-Cola, to San Francisco to collaborate with Millions of Us (www.millionsofus.com), the expert 3-D builders who will turn the winner’s concept into Second Life reality. The virtual machine subsequently will be introduced during an in-world unveiling party and, from there, made available to any Second Life resident who would like one.

The Virtual Thirst contest is The Coca-Cola Company's first experiment within the fast-growing community of Second Life.

"Our goal is to enable individual creativity in pursuit of a 'vending' machine that can exist only in your wildest imagination," said Donnelly. "Virtual worlds make it possible for such innovations to occur, and we selected Second Life as the most conducive to this experiment."

"By collaborating with the community, Coca-Cola has a unique opportunity to join the conversation, while at the same time learn from the experience," said Joseph Jaffe, President and Chief Interrupter of crayon, LLC.

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 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.

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EDITOR'S NOTES

- Images of the prototype Virtual Thirst vending machines are available at www.virtualthirst.com.
- Second Life® is a registered trademark of Linden Research Inc.