

## **Charlotte Bobcats and Coca-Cola Sign Multi-Year Marketing Agreement; Coke is Official Soft Drink**

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### **- Coke to host family entertainment area in new Charlotte Arena - Bobcats and Coke launch program to refurbish Mecklenburg County Park and Recreation basketball courts**

CHARLOTTE, N.C., Aug 19, 2004 /PRNewswire-FirstCall via COMTEX/ -- The Charlotte Bobcats joined with Coca-Cola today in a partnership that makes Coca-Cola the official soft drink provider for the NBA's newest franchise. The multi-year agreement includes soft drink exclusivity, extensive marketing and promotional activities and family elements that include an interactive arcade area in the new arena in Uptown Charlotte.

Coke and the Bobcats also announced a long-term program to refurbish basketball courts in the Charlotte community in partnership with the Mecklenburg County Park and Recreation Department. The announcement took place at Camp Greene Park in west Charlotte on a newly refurbished court that was painted to simulate the Bobcats court. The court and goals feature the Bobcats and Sprite logos, as Sprite is the official soft drink of the NBA.

"I am extremely excited about our new partnership with Coca-Cola, one of the world's pre-eminent brands," said Robert L. Johnson, majority owner of the Bobcats. "This relationship will provide unlimited opportunities for both organizations to succeed jointly in providing emotionally engaging experiences for fans throughout the Carolinas. Additionally, in collaboration with Coke, the Bobcats will continue our mission of making a positive impact in the community."

"Coca-Cola Consolidated and the Coca-Cola System are enthusiastic about our partnership with the Charlotte Bobcats," said Frank Harrison, Coca-Cola Consolidated Chairman and CEO. "Charlotte is basketball country and we are excited that Bob Johnson is bringing the non-stop action of the NBA back to Charlotte and the Carolinas. Our consumers love Coca-Cola and they love basketball. This partnership enables us to give our consumers refreshment and entertainment all in one package. Further, our joint partnership with the Mecklenburg County parks allows both Coca-Cola and the Bobcats to promote physical activity for Charlotte area youth."

"Coca-Cola North America and Sprite are very excited about the opportunity to partner with the NBA's newest franchise," said Doug Coffed, Vice President, Coca-Cola North America. "Teaming with our bottling partner, Coca-Cola Consolidated, we will be able to bring the excitement and refreshment of NBA Bobcats basketball to the fans across the Carolinas."

Mecklenburg County Park and Recreation Department director Wayne Weston praised Coca-Cola and the Bobcats for the basketball court renovation project. "The Mecklenburg County Department of Park and Recreation is thrilled about this long-term partnership spearheaded by the dynamic, civic leadership of Coca-Cola and the Bobcats," he said. "We recognize that the commitment of Coca-Cola and the Bobcats will significantly enhance our public park and recreation facilities, including 101 outdoor and 21 indoor basketball courts. We want to thank Coca-Cola Consolidated and the Bobcats for their generous contribution to the quality of life in Mecklenburg County."

As part of the partnership, Coca-Cola will promote the Bobcats through creative packaging, customer activities and community initiatives. Special packaging will include a limited edition 1-liter commemorative bottle celebrating the Bobcats' inaugural season and Bobcats logos on packaging and promotional materials. Consumer promotions will include chances to win VIP team access, autographed jerseys and Bobcats tickets.

SOURCE Coca-Cola Bottling Co. Consolidated

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