

Coca-Cola Consolidated and Experience Bring VIP Experience to Darlington NASCAR Fans for Labor Day

August 29, 2016

Exclusive New App Features Discounts, Pre-Race Pace Car Rides and Beverage Coupons

DARLINGTON, S.C., Aug. 29, 2016 (GLOBE NEWSWIRE) -- Fans attending the Labor Day weekend races at Darlington Raceway in Darlington, S.C., will have the opportunity to access pre-race pace car rides, VIP experiences, Coke beverage vouchers as well as race tickets. These new all-mobile offerings are made possible by a partnership with Coca-Cola Bottling Co. Consolidated (NASDAQ:COKE) and Experience, an award-winning mobile fan experience tech firm.

Live now, fans can download the Darlington Raceway app and receive notifications about exclusive promotions through Coke Rewards. Once registered, fans receive points that can be used to redeem the various offerings.

"Coca-Cola is truly excited to partner with Experience for the NASCAR races at Darlington Raceway Labor Day Weekend," said Aaron Osborne, Director of Pro Sports and Entertainment for Coca-Cola Consolidated. "Coke has been providing memorable experiences at Darlington Raceway for years and the Experience app will further enhance our ability to refresh and refuel race fans with unique race access, ticket upgrades, Coke products and merchandise."



"We appreciate our great partnership with Coca-Cola," Darlington Raceway President Kerry Tharp said. "Coca-Cola is an industry leader in giving their consumers memorable experiences at Darlington Raceway. We appreciate everything they do for us and the sport of NASCAR."

Greg Foster, Experience President and CEO stated, "The partnership between Experience and Coca-Cola brings an opportunity to extend the Coke brand and reach new fans through the mobile channel. Adding these personalized opportunities is an innovative way to interact with fans at an already exciting and face-paced NASCAR event."

About Coca-Cola Bottling Co. Consolidated

Coca-Cola Bottling Co. Consolidated provides moments of happiness for millions of people every day with a broad portfolio of beverages that fit every activity and lifestyle.

Coke Consolidated is the largest independent Coca-Cola bottler in the United States. We make, sell and distribute Coca-Cola products along with other unique beverages, carrying more than 250 brands across 15 states to over 38 million people. Our Purpose is to honor God, serve others, pursue excellence and grow profitably.

Headquartered in Charlotte, N.C., Coke Consolidated is traded on the NASDAQ under the symbol COKE. More information about the company is available at www.cokeconsolidated.com. Follow Coke Consolidated on [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#).

About Darlington Raceway

The Tradition Continues on Labor Day weekend as the NASCAR Sprint Cup Series *Bojangles' Southern 500*® is set for Sunday, Sept. 4, 2016. The NASCAR XFINITY Series *VFW Sport Clips Help A Hero 200* will race on Saturday, Sept. 3, 2016. Fans unable to attend in-person can catch all the action live on NBC, NBCSN, MRN and SiriusXM NASCAR Radio. Tickets are still available. You can keep up with all of the latest news from Darlington Raceway at DarlingtonRaceway.com, on Facebook at Facebook.com/DarlingtonRaceway and on Twitter at Twitter.com/TooToughToTame.

About Experience

Experience is the award-winning technology company that helps live sports and entertainment organizations attract new audiences and convert casual attendees into lifelong fanatics. Partnering with over 300 global properties, Experience gives millions of fans the opportunity to personalize every live event via their mobile device. The company is the official upgrade partner of MLB.com, the preferred mobile upgrade partner for the National Football League (NFL.com) and the preferred partner for Live Nation Entertainment and Ticketmaster.

–Enjoy Coca-Cola–

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