

## News Release

### **POWERADE® and Coca-Cola Refreshments Award Scholarship to University of Dayton**

*POWERADE®*, the Official Sports Drink of the NCAA, and Coca-Cola inspired competition on and off the court during the 2011 NCAA March Madness Tournament

*“Best of the Best” contest leads to \$5,000 scholarship for University of Dayton*

**DAYTON, OH May 11, 2011-** The National Championship wasn't the only thing up for grabs during the 2011 NCAA March Madness tournament held earlier this year.

The top 100 colleges/universities across the nation also competed in the Coca-Cola “Best of the Best” program. The top school in each of Coca-Cola's seven regions was awarded \$5,000 to be used for its scholarship fund.

The competition was based on product volume growth and featured NCAA and Coca-Cola branding including banners, pop-a-shot arcade-style basketball games and extensive displays at college bookstores and in local convenience stores.

The University of Dayton took home the “Best of the Best” title and the scholarship for the Great Lakes Region. During the month of March, the University promoted the benefits of drinking 2 liters of water every day. They introduced 1 liter Dasani and Smart Water products which contributed to the largest volume growth among universities in the region.

According to Paula Smith, Director of Dining Services, “The hard work both Coca-Cola and Dining Services at the University of Dayton put into this promotion was outstanding and the results reflect that hard work. We are very pleased that these efforts have resulted in a \$5,000 award from Coca-Cola for our university's scholarship fund.”

Ron Riedy, Coca-Cola Market Unit On-Premise Sales Director said the successful promotion added another element of fun for students.

“March Madness is an exciting time on college campuses across the nation and this program gave students an opportunity to further demonstrate their school spirit”, Riedy said. “We are extremely proud to support the University of Dayton with this scholarship.”

### **Coca-Cola and the NCAA**

POWERADE® is a member of the Coca-Cola® family. Coca-Cola is an Official NCAA Corporate Champion, the Official Fan Refreshment of the NCAA and partner with the NCAA in a 13-year association. The agreement allows Coca-Cola to tap into the NCAA's deep connection with college fans through beverage marketing and media rights to 88 NCAA championships.

### **The Coca-Cola Company**

The Coca-Cola Company (NYSE: KO) is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Along with Coca-Cola, recognized as the world's most valuable brand, the Company's portfolio includes 12 other billion dollar brands, including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply and Georgia. Globally, we are the No. 1 provider of sparkling beverages, juices and juice drinks and ready-to-drink teas and coffees. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate of 1.6 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that protect the environment, conserve resources and enhance the economic development of the communities where we operate. For more information about our Company, please visit our website at [www.thecoca-colacompany.com](http://www.thecoca-colacompany.com).

### **University of Dayton**

The University of Dayton is a top-tier national, Catholic research university and the largest independent university in Ohio. When the University of Dayton Arena hosted the inaugural First Four of the NCAA Division I Men's Basketball Championship this year, it made history as the host of more NCAA men's Division I basketball tournament games than any other venue. Visit the University's website at <http://www.udayton.edu>.