





Contacts:

John Vlautin Live Nation 310/867-7127 johnvlautin@livenation.com sstribling@na.ko.com

Susan Stribling Coca-Cola North America 404/676-4120

LIVE NATION AND COCA-COLA ANNOUNCE STRATEGIC SPONSORSHIP AND MARKETING ALLIANCE

LOS ANGELES, CA - October 6, 2009 -- The Coca-Cola Company (NYSE: KO) and Live Nation (NYSE: LYV) announced today a multi-year strategic sponsorship and marketing alliance. The new association leverages Live Nation's artist-to-fan distribution platform to provide The Coca-Cola Company with a broad range of integrated marketing opportunities spanning Live Nation's venues, concerts, content, VIP experiences and online ticketing and ecommerce operations in the United States.

The sponsorship agreement makes Coca-Cola the official soft drink of Live Nation, granting exclusive pouring rights in the majority of Live Nation's venues in the U.S. for a variety of products in The Coca-Cola Company portfolio, including sparkling beverages, water, enhanced water, sports and isotonic drinks, as well as ready to drink teas, coffees and juices.

With more than 1.6 billion beverages served daily, The Coca-Cola Company's portfolio of brands is unmatched globally. Combining the power of these diverse and refreshing brands with the 36 million music fans attending Live Nation events in the U.S. will provide both companies with a variety of opportunities to market products to a vast group of passionate consumers as they connect with the artists they love.

One example of the partnership's potential marketing initiatives is expected to kick off this holiday season when the 12 million members of My Coke Rewards will gain access to bid for Live Nation tickets, artist merchandise and VIP trips to House of Blues shows across the country. The promotion will provide a myriad of benefits to Coke customers while selling incremental tickets to Live Nation concerts.

"Taking in a live musical performance with an ice-cold Coca-Cola in hand is the ultimate way to 'Open Happiness' and enjoy one of life's simple pleasures," said Beatriz Perez, Senior Vice President, Integrated Marketing, Coca-Cola North America. "By being part of Live Nation's comprehensive network of venues which showcase some of the biggest tours and superstar artists, we'll be able to offer people exciting new ways to combine their love of Coca-Cola and music before, during and after the show."

"Live Nation's live music platform is unparalleled in its ability to consistently connect the world's most prominent brands with their customers through one of the most powerful mediums available – live music," said Russell Wallach, President of National Alliances at Live Nation. "Utilizing Live Nation's network of venues, concerts, ticketing and online assets, The Coca-Cola Company will fully tap into the power of live music and its intimate connection with millions of fans to further build on the immense popularity of its beverages"

ABOUT THE COCA-COLA COMPANY

The Coca-Cola Company (NYSE: KO - News) is the world's largest beverage company, refreshing consumers with nearly 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 and Georgia Coffee. 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 nearly 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 Web site at www.thecoca-colacompany.com.

ABOUT LIVE NATION

Live Nation's mission is to maximize the live concert experience. Our core business is producing, marketing and selling live concerts for artists via our global concert pipe. Live Nation is the largest producer of live concerts in the world, annually producing over 22,000 concerts for 1,600 artists in 33 countries. During 2008, the company sold over 50 million concert tickets and drove over 70 million unique visitors to LiveNation.com. Live Nation is transforming the concert business by expanding its concert platform into ticketing and building the industry's first artist-to-fan vertically integrated concert platform. The company is headquartered in Los Angeles, California and is listed on the New York Stock Exchange, trading under the symbol LYV. For additional information about the company, please visit www.livenation.com/investors.