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CITY OF MIAMI BEACH CELEBRATES INDEPENDENCE DAY WITH "COCA-COLA PRESENTS FIRE ON THE FOURTH BROUGHT TO YOU BY CITY OF MIAMI BEACH AND CLASSICAL SOUTH FLORIDA RADIO"

Coca-Cola is now 10-year sponsor of family-friendly event with live music, fireworks

MIAMI BEACH – June 21, 2012 – Things are heating up this Fourth of July in South Florida. The City of Miami Beach announced a 10-year agreement with The Coca-Cola Company to serve as the presenting sponsor of its Independence Day celebration, "Coca-Cola Presents Fire on the Fourth Brought to You by Miami Beach and Classical South."

The Fire on the Fourth celebration, located at 8th Street and Ocean Drive, includes live performances from Fred Thomas, South Florida Symphony Orchestra Quartet and DJ Maximus 3000. The festivities on July 4 begin at noon and conclude with fireworks at 9 p.m.

Free shuttles from North Beach to South Beach begin at 5:00 p.m. and run continuously until 8:30 p.m. The buses leave from 72 Street and Collins Avenue and 81 Street and Collins Avenue and disembark and 11 Street and Washington Avenue to the North Beach stops between 10 p.m. to 11 p.m.

The public is encouraged to bring a beach chair or towel. Glass containers and alcoholic beverages are not permitted.

"Miami Beach and Coca-Cola both have the ability to bring together family and friends," said City of Miami Beach Mayor Matti Herrera Bower. "This free event offers Miami Beach residents and South Florida visitors an opportunity to enjoy Miami Beach and Coca-Cola, celebrate Independence Day and spend time with loved ones."

In March, the City of Miami Beach announced a 10-year sponsorship agreement with Coca-Cola to serve as the city's exclusive beverage provider. The agreement also secures Coca-Cola's support for recycling initiatives in Miami Beach.

"Coca-Cola has been a part of the South Florida community for more than 70 years. Sponsoring such an important event for the City of Miami Beach demonstrates our commitment to the area's residents and visitors," said Humberto Garcia-Sjogrim, Coca-Cola Refreshments Vice President of Sales for South Florida.

About 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. Led by Coca-Cola, the world's most valuable brand, our Company's portfolio features 15 billion dollar brands including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply, Georgia and Del Valle. Globally, we are the No. 1 provider of sparkling beverages, ready-to-drink coffees, and juices and juice drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy our beverages at a rate of more than 1.7 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that reduce our environmental footprint, support active, healthy living, create a safe, inclusive work environment for our associates, and enhance the economic development of the communities where we operate. Together with our bottling partners, we rank among the world's top 10 private employers with more than 700,000 system employees. For more information, please visit www.thecoca-colacompany.com or follow us on Twitter at twitter.com/CocaColaCo.

About the City of Miami Beach

With an average year-round temperature of 75 degrees, Miami Beach has an unrivaled reputation for culinary offerings, nightlife, culture, fashion, and luxurious hotels. Also a popular destination among travelers, Miami Beach was recently ranked by Trip Advisor as number one on its Top Winter Sun Vacation Rental Getaway Destinations for 2011 list and was included on both the Top 25 Beaches in the World and Top 25 Destinations in the U.S. lists. Boasting seven miles of breathtaking beaches, Miami Beach is easily accessible from the Port of Miami and Miami International Airport. The City of Miami Beach has just been named one of the top cities worldwide for "walkability" and is equally easy to navigate by bike or by boat. Home to unique museums, to the New World Symphony and Miami City Ballet, to over 17,000 luxury, boutique and resort hotel rooms, 12 public parks and to the Miami Beach Convention Center, Miami Beach is a destination for all seasons. Miami Beach is like no other place in the world. www.miamibeachfl.gov | Twitter @MiamiBeachNews | Facebook: CityofMiamiBeach

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