



## **COCA-COLA AND THE PGA TOUR EXTEND SPONSORSHIP PACT THROUGH 2010**

### ***Brands Retain “Official” Status; Company Continues Its Support of The First Tee***

ATLANTA and PONTE VEDRA BEACH, FL (March 21, 2005) —The Coca-Cola Company and the PGA TOUR today announced they will extend their multi-year partnership for five years, through 2010.

Under the agreement, Coca-Cola will continue as the presenting sponsor of the PGA TOUR’s elite, season-ending THE TOUR Championship presented by Coca-Cola. The world’s most popular soft drink will also continue its status as Official Soft Drink of the PGA TOUR, the Champions Tour and the Nationwide Tour, and the Company will receive beverage-category exclusivity for its full array of beverages, including carbonated soft drinks, juices, waters, teas and sports drinks.

Coca-Cola also will continue its charitable support of The First Tee, a non-profit grassroots program that promotes the values and enjoyment of golf to a new and diverse generation. In addition to the Company’s ongoing financial support, proceeds from THE TOUR Championship presented by Coca-Cola will support The First Tee facilities in Atlanta.

“The PGA TOUR sponsorship embraces many elements that are important to our Company and brands, including our heritage with golf and supporting our hometown community,” said Chuck Fruit, Chief Marketing Officer of The Coca-Cola Company. “And, through our continued involvement with The First Tee, we are pleased to play a part in helping young people learn the importance of a positive attitude and encouraging them to participate in an active lifestyle.”

“We are extremely pleased to announce this long-term extension of our broad relationship with The Coca-Cola Company,” said PGA TOUR Commissioner Tim Finchem. “This has proven to be a strong and mutually beneficial partnership that aligns two strong brands that share highly compatible values. Moreover, The Coca-Cola Company’s continued involvement with THE TOUR Championship in Atlanta undoubtedly will further the event’s growth and stature.”

THE TOUR Championship presented by Coca-Cola is open only to the top-30 money winners on the PGA TOUR. The event is annually contested at Atlanta's renowned East Lake Golf Club, the formative home of the legendary Bobby Jones. In 2004, reigning U.S. Open Champion Retief Goosen came from behind to defeat a resurgent Tiger Woods by four strokes.

The Coca-Cola Company joins a growing number of tournament sponsors that have signed long-term extensions with the PGA TOUR, with more than 25 percent signed on beyond 2006.

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

The Coca-Cola Company is the world's largest beverage company. Along with Coca-Cola, recognized as the world's best-known brand, the Company markets four of the world's top five soft drink brands, including diet Coke, Fanta and Sprite, and a wide range of other beverages, including diet and light soft drinks, waters, juices and juice drinks, teas, coffees and sports drinks. Through the world's largest distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate exceeding 1 billion servings each day.

### **About the PGA TOUR**

The PGA TOUR is a tax-exempt membership organization of professional golfers. Its primary purpose is to provide competitive earnings opportunities for past, current and future members of the PGA TOUR, Champions Tour and Nationwide Tour; to protect the integrity of the game; and to help grow the reach of the game in the U.S. and around the world.

Nearly 110 events will be contested on the three Tours in 2005, for approximately \$320 million in prize money. In addition to providing competitive opportunities for its membership, TOUR events also generate significant sums of money for charity. TOUR events have raised more than \$910 million for charity since 1938, the first year such records were kept. The PGA TOUR's Web site address is [www.pgatour.com](http://www.pgatour.com).

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