

Fun and games for calorie-watchers

Vienna – Austria, March 9th 2009 - Special promotions have been launched for two of Coca-Cola Hellenic's leading brands in the light-beverage category – Coke Zero and Coca-Cola light.

The Coca-Cola light promotion is targeted at the modern woman who wants to manage her calorie intake, as well as everyone who enjoys the product's refreshing, light taste. "Hello you!" is the catchy slogan being used in the campaign, and international singing star Duffy is encouraging consumers – mainly those aged between 20 and 39 years – to "be yourself, be a woman".

The message for the Coke Zero promotion is "It's possible", and is directed at men who enjoy the full taste of Coca-Cola without any calories while they pursue their love of gaming, sports and cars. Participants in the campaign have the opportunity to win great prizes including X-boxes, city trips and concert tickets.

In addition to engaging and communicating with consumers of their light beverages, the Company is also providing support for retailers. Frank van der Heijden, Commercial Director of Coca-Cola HBC Austria, said, "With strong promotions we help the segment to grow even further and increase the success of our trade customers."

For more information, please contact:

Susanne Lontzen
Coca-Cola HBC Austria GmbH
Tel.: +43/1/610 60-0
Mail to: medien.at@cchellenic.com