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**FOR IMMEDIATE RELEASE**

**The Youth Fair Selects The Coca-Cola Company  
As New Exclusive Beverage Partner**

**MIAMI, FL – March 3, 2014** – The Miami-Dade County Youth Fair & Exposition has entered into a long-term agreement with The Coca-Cola Company to serve as The Youth Fair’s exclusive beverage provider. In addition, Coca-Cola® will support The Youth Fair’s recycling initiatives by providing 100 recycling barrels.

"The Youth Fair, the Fair Expo Center's Board of Directors, staff and volunteers are delighted to have established our new partnership with Coca-Cola", said Bob Hohenstein, President and CEO. "The Coca-Cola brand like the Miami-Dade County Youth Fair and Exposition and our Fair Expo Center businesses are icons here in South Florida. We truly look forward to working with the outstanding Coca-Cola team for many years to come."

As the world’s largest beverage company, Coca-Cola has refreshed consumers for nearly 128 years. Today, the Company offers more than 500 sparkling and still beverages and people enjoy their product at a rate of 1.9 billion servings per day.

Through this partnership The Youth Fair attendees will enjoy some of the Company’s most popular brands including Coca-Cola, Diet Coke®, Coca-Cola Zero™, Sprite® Fanta®, Minute-Maid® and Dasani®.

“The Miami-Dade County Youth Fair & Exposition is one of South Florida’s largest family attractions,” said Melanie Jones, Vice President of Sales, South Florida, Coca-Cola Refreshments. “At Coca-Cola we believe in bringing people together to have fun, make memories and refresh with an ice-cold Coke. Now, fair goers will quench their thirsty with Coca-Cola beverages while enjoying their favorite food, watching the amazing shows or riding the thrilling rides.”

In addition to having Coca-Cola beverages available during the 18 days of The Youth Fair, the products will be sold throughout 60-70 other events held annually on the fairgrounds.

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### **About The Miami-Dade County Youth Fair & Exposition**

*The Miami-Dade County Fair & Exposition, known for generations as The Youth Fair, is a state of Florida chartered, private not-for-profit organization that has donated well over \$10 million in scholarships, awards and cash premiums to Miami-Dade County students and is dedicated to supporting education, showcasing youth achievement and promoting South Florida agriculture. The Youth Fair will take place this spring, March 13-30, 2014. For more information, please visit [www.fairexpo.com](http://www.fairexpo.com) or call (305) 223-7060.*

### **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, one of the world's most valuable and recognizable brands, our Company's portfolio features 16 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 1.9 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 associates. For more information, visit [Coca-Cola Journey](#) at [www.coca-colacompany.com](http://www.coca-colacompany.com), follow us on Twitter at [twitter.com/CocaColaCo](https://twitter.com/CocaColaCo), visit our blog, [Coca-Cola Unbottled](#), at [www.coca-colablog.com](http://www.coca-colablog.com) or find us on LinkedIn at [www.linkedin.com/company/the-coca-cola-company](http://www.linkedin.com/company/the-coca-cola-company).

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