



THE DIET COKE HEART TRUTH CAMPAIGN

Diet Coke is teaming up with the National Heart, Lung, and Blood Institute (NHLBI) for the second consecutive year in support of *The Heart Truth*, a national campaign to raise awareness about women's heart health. Heart disease is the #1 killer of American women, yet many are not aware of the risk factors for heart disease or how to prevent them. Diet Coke and *The Heart Truth* are committed to raising awareness about this important message to help American women lead healthier lives.

New Packaging, Advertising and Impact

- Diet Coke is placing *The Heart Truth's* Red Dress logo on more than six billion Diet Coke packages.
- Diet Coke is activating national *Heart Truth* retail programs with customers including Target, Publix, Kroger, SuperValu, Safeway and CVS, among many others.
- Heidi Klum, Diet Coke's heart health ambassador, will appear in a national print, television and digital campaign to support *The Heart Truth*, encouraging women to take care of their heart health. Print ads will run in six major magazines including *PEOPLE*, while TV ads will be seen by millions of viewers watching *American Idol*.
- Consumers can go to DietCoke.com to download valuable information on the risk of heart disease and tips for staying heart healthy.
- On the Web site, consumers can also choose to donate their My Coke Rewards points to support heart health research and awareness programs funded by the National Institutes of Health.

The Diet Coke Red Dress Charm

- An accomplished jewelry designer, Heidi has worked with Diet Coke to design a Red Dress limited-edition ruby and diamond charm. The Diet Coke Red Dress Charm is inspired by the Red Dress symbol and shaped like an hourglass to remind women that it's time to get educated and take action against heart disease.
- On February 22nd Heidi will wear the Diet Coke Red Dress Charm on the Red Carpet at the Academy Awards® to support women's heart health.
- Consumers will have the opportunity to win one of 10 limited-edition ruby and diamond Diet Coke Red Dress Charms by visiting DietCoke.com from January 26 to April 30, 2009.

***The Heart Truth* Red Dress Collection Fashion Show**

- Diet Coke is the presenting sponsor of the 2009 Red Dress Collection Fashion Show at Mercedes-Benz Fashion Week in New York City. The show takes place on Friday, February 13, and helps kick-off Fashion Week.

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- The Red Dress Collection Fashion Show features one-of-a-kind designer red dresses worn by celebrated women on the runway in support of *The Heart Truth* campaign.
- Some of the world's most recognized stars have walked the runway of the Red Dress Collection Fashion Show including Sheryl Crow, Liza Minnelli, Kelly Ripa, Rachael Ray, Christie Brinkley, Vanessa Williams, LeAnn Rimes, Fergie, Eartha Kitt and Heidi Klum.

The Heart Truth Road Show

- Diet Coke and the NHLBI will take *The Heart Truth* message on the road for the second consecutive year with *The Heart Truth Road Show*, co-presented by Diet Coke.
- *The Heart Truth Road Show* will feature six celebrity-worn dresses from the Red Dress Collection Fashion Show, as well as free heart health screenings and heart health information. Last year thousands of people were screened for heart health in cities across the U.S.
- *The Heart Truth Road Show* will travel to shopping malls in communities across the U.S. including: Minneapolis (3/6-3/8), Houston (3/13-3/15), Los Angeles (3/20-3/22), Charlotte (4/3-4/5), and Atlanta (4/24-4/26), as well as New York City's Grand Central Station (4/15-4/17).

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