



Store

Mac

iPod

iPhone

iPad

iTunes

Support



Apple Press Info

[Press Releases](#)[Product Images & Info](#)[Apple Leadership](#)

Coca-Cola & Apple Team Up on Major Music Promotions in Europe

Promotion Includes Give Away of 70 Million Songs from the iTunes Music Store in the UK & Thousands of iPods in Germany

LONDON—August 2, 2006—Coca-Cola and Apple® today announced a music partnership in Europe that includes major promotions in the UK and Germany and the launch of a new Coke branded music website across Europe, including the UK, Germany, Austria and Switzerland. As part of the promotion, Coke and Apple will be giving away 70 million free songs from the iTunes® Music Store in the UK and thousands of iPods in Germany.

The new www.Coca-Cola.com/music website is a Coke branded music destination launching next week that features iTunes integration throughout, providing fans with links to music and information focused on giving fresh talent new exposure. In the UK, Germany, Austria and Switzerland unsigned artists will have a venue to upload songs, giving them potential for broad exposure on the site through artist highlights, European podcasts available on iTunes, and invitations to play at Coke sponsored European festivals.

To kick-off the partnership, live concerts will be held in the UK, Germany, Austria and Switzerland, with selected live songs and video podcasts from the performances available on iTunes and www.Coca-Cola.com/music.

"We're excited to announce this partnership with Apple," said Dominique Reiniche, president of Coca-Cola European Union Group. "Together we are creating a unique and exciting platform that gives young people a voice and allows them to refresh their music experience every day."

"iTunes has sold more than 200 million songs in Europe with 150 million songs sold in just the past year," said Eddy Cue, Apple's vice president of iTunes. "We're thrilled to work with Coca-Cola to expand the reach of iTunes and bring more great music to European fans."

Beginning later this month in the UK, 70 million song codes will be in promotional packs of Coca-Cola and Diet Coke, which will be redeemable for a free song from the iTunes Music Store. Through www.Coca-Cola.com/music, participants will be able to access iTunes and redeem their codes. Participants enter the code found on the Coca-Cola promotional label and choose any 79 pence single song from iTunes' vast catalog of over three million songs. The Coca-Cola iTunes promotion will begin in mid-August and run for six weeks, with a five song limit per person.

In September, Coke will be giving away an iPod® and 50 songs from iTunes every hour for eight weeks in Germany at (www.coca-cola.de) and starting later this week, Coke customers there will be able to exchange their Coke Fridge loyalty coins into free songs from iTunes. Promotions in additional countries across Europe will be rolling out in the coming months.

With Apple's legendary ease of use, pioneering features such as integrated video and podcasting support, iMix playlist sharing, seamless integration with iPod and groundbreaking personal use rights, the iTunes Music Store is the best way for Mac® and PC users to legally discover, purchase and download music and videos online. The iTunes Music Store features a selection of over 2,500 music videos, Pixar short films, and more than three million songs from the major music companies and over 1,000 independent labels.

Pricing & Availability

iTunes 6 for Mac and Windows includes the iTunes Music Store and is available as a free download from <https://www.apple.com/uk/itunes/>. Purchase and download of songs and videos from the iTunes Music Store requires a valid credit card with a billing address in the country of purchase. Music videos and short films are £1.89 each.

The Coca-Cola Company (www.thecoca-colacompany.com) is the world's largest beverage company. Along with Coca-Cola, recognized as the world's most valuable 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,

Apple ignited the personal computer revolution in the 1970s with the Apple II and reinvented the personal computer in the 1980s with the Macintosh. Today, Apple continues to lead the industry in innovation with its award-winning desktop and notebook computers, OS X operating system, and iLife and professional applications. Apple is also spearheading the digital music revolution with its iPod portable music players and iTunes online music store.

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