



15 young designers will reach global audience by winning Coca-Cola and *trexi* competition 'A Better Tomorrow'

- Latest urban designer program sees 15 winners whose works will be featured in the new *trexi* series of toys shipping in July 2007
- Online poll saw influx of public's votes totalling close to 18,000 over 2 weeks
- Extended merchandise from Baleno, Oregon Scientific and o.d.m. also available

Singapore – 18 June 2007 – After a 2-month online design contest, Play Imaginative and Coca-Cola have found 15 deserving winners to grace their new *trexi* series of toys, based on the theme "A Better Tomorrow". These 15 young designers will join 10 other renowned and established designers such as Tokidoki, Cupco, Mad Barbarians and Colorblok. Some of the winners will also see their work featured on Coca-Cola bottles and other extended merchandise from partners including Baleno, Oregon Scientific and o.d.m.



Designers from various parts of the world submitted their work online through a call for submissions, and only the top 15 emerged winners in the global online poll for the best use of expressing their passion for design and for the Coca-Cola brand by using their unique art styles and *trexi* to portray their vision of "A Better Tomorrow". Entries were judged by a combination of public voting as well as the judges' choices.



The call for design submissions saw a very positive response and an influx of entries were received from 17 countries, totalling almost 4,000 entries. Scores of Coca-Cola and trexi fans wrote in enquiring about the contest, and the team continued to receive submissions way past the deadline.

“We are extremely pleased with the wonderful art that these great new designers from around the world submitted for this competition. While each art piece was very unique they all shared a powerful message of optimism and a genuine belief about the true possibility of seeing a better tomorrow which was very inspiring to see.” said Mr Andrés Kiger, director of Worldwide Licensing & Retail Operations for The Coca-Cola Company.

Mr Jacky Teo, Business Development and Marketing director for Play Imaginative said: “Although the submission period was quite short and over the holiday season, we received so many great entries. We have received many different concepts of ‘A Better Tomorrow’ in people’s minds -- ranging from world peace, to loving your planet, to clean air, to positive thinking, and even just a simple walk on the beach. We had a very tough time deciding on the final winners, and we were very tempted to pick more of them! I’m sure we will continue to see much more of these artists in the future.”

The Winning Entries

Finally, it’s time to unveil the long-awaited winning designs! These 15 aspiring artists hail from a range of countries including The Netherlands, Italy, China, Hong Kong, USA and Mexico. The Grand Winner – Michiel Baumgarten from The Netherlands -- walks away with USD\$10,000. His design “Jolli” was one of the hot favourites in the public poll, receiving close to 18,000 votes in 2 weeks. The first and second runners-up are Massimiliano Panzironi from Italy and Samuel Jr. Sanchez Cuevas from Mexico respectively who have won USD\$5,000 and USD\$2,500 each. Their trexi designs are named “Passione” and “Love”.

The program was also actively promoted by iCoke China for the PRC market, and 4 winners from the PRC were also picked. They are: Chi Wan Jun, Xin Jing, Yu Shi and a two-person team comprising Huang Shao Yan & Fang Jing Hui, who win for themselves USD\$10,000, USD\$5,000, USD\$2,500 and USD\$1,500 respectively.

Extended merchandise from Baleno, Oregon Scientific & o.d.m. completes ABT program

Aside from trexi figures, a slew of partners and their merchandise complete this program:-

- Baleno will be introducing a wide range of apparel, including mens’ & ladies’ tops, umbrellas, caps, and bags to be sold in over 300 stores in PRC, Singapore, Taiwan and other parts of Southeast Asia using style elements from 7 different designers.
- Oregon Scientific will be coming up with 2 digital Oregon Scientific clocks designed by JiJi (China) and Saner (Mexico).
- o.d.m. will be producing a limited edition DD99-6 o.d.m. watch designed by JiJi (China), only 1000 pieces worldwide.



“A Better Tomorrow” trexi Series

This new series of 25 *trexi* figures will be made available in blind assortment in July 2007. A series of promotions, merchandise and roadshows are in the works, so stay tuned to www.trexi.com.sg/abt.htm for more details.

Please refer to Annex A for a list of all winners and their *trexi* designs

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About Play Imaginative

Committed to bringing cutting-edge character designs to audiences around the world, Play Imaginative is one of today's premier toy manufacturers partnering with designers and brands around the world. Our *trexi*, vinyl and plush figures are versatile 3D platforms that can be personalised in a variety of inspiring, thought-provoking styles by artists of different genres. PI's products are found in over 30 countries in over 1000 retail locations.

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 most valuable brand, the Company markets four of the world's top five nonalcoholic sparkling brands, including Diet Coke, Fanta and Sprite, and a wide range of other beverages, including diet and light beverages, waters, juices and juice drinks, teas, coffees, energy and sports drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate exceeding 1.4 billion servings each day. For more information about The Coca-Cola Company, please visit our website at www.thecoca-colacompany.com.

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ANNEX A

Here are the final 15 winners in no particular order

trexi Name	Name	Country of Origin
Jolli	Michiel Christiaan Baumgarten	The Netherlands
Passione	Massimiliano Panzironi	Italy
Love	Samuel Jr. Sanchez Cuevas	Mexico
The Mariachi	Berenice Martinez Vallejo	Mexico
Cola-Sweetheart	Chi Wan Jun	China
Fish Crossing Dragon Gate	Xin Jing	China
Enjoy My World	Yu Shi	China
Transmutation of Happiness	Huang Shao Yan / Fang Jing Hui	China
Sir Punster	Jasmine Ong	Singapore
Fridge Bot	Scott Higgins	USA
Lampada-Man	Américo G. R. Das Neves	Portugal
Recollections of Childhood	Eloisa Lopez Maldonado-Eloole	Spain
Swallow Peace	Jason Kochis	USA
Coco Doll	Laetitia Jalaguier	France
Share Fun	Jackey Woo	Hong Kong

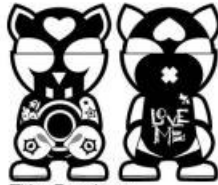
Here are the 10 invited artists in this series

trexi Name	Name	Country of Origin
Bollicina	Tokidoki	Italy
CupcoMola	Cupco	Australia
Refresh Sound System	Mad Barbarians	Japan
Face to Face	JiJi	China
Coke Float	Bloo Empire	USA
Eggertson	Colorblok	Argentina
Happy Machine	Saner	Mexico
Happinness	Niark	France
Popa Pengo	Pulco Mayo	France
Joy	Sket One	USA

All designs were based on the brief that Coca-Cola is much more than a beverage, it reflects the simple, optimistic moments in life, and is refreshingly honest and uplifting.



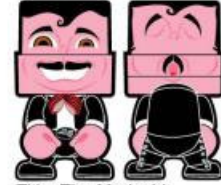
Title: Jolli
Designer: Michiel Baumgarten
Country: Netherlands



Title: Passione
Designer: Massy
Country: Italy



Title: Love
Designer: Trikid
Country: Mexico



Title: The Mariachi
Designer: Berenice Vallejo
Country: Mexico



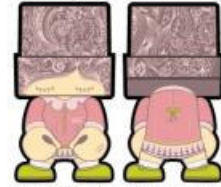
Title: Sir Pun-STER
Designer: Jasmine Ong
Country: Singapore



Title: Fridge Bot
Designer: Scott Higgins
Country: USA



Title: Lampada-Man
Designer: Americo G.R. das Neves
Country: Portugal



Title: Recollections of Childhood
Designer: Eloole
Country: Spain



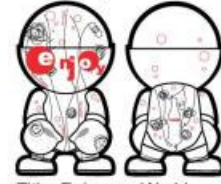
Title: Swallow Peace
Designer: Jason Kochis
Country: USA



Title: Coco-Doll
Designer: Laetitia
Country: France



Title: Share Fun
Designer: Jackey Woo
Country: Hong Kong



Title: Enjoy my World
Designer: Yu Shi
Country: China



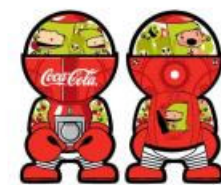
Title: Transmutation of Happiness
Designer: Happi
Country: China



Title: Fish crossed Dragon Gate
Designer: Xin Jing
Country: China



Title: Cola Sweet Heart
Designer: Wajun Chi
Country: China



Title: Happy Machine
Designer: Saner
Country: Mexico



Title: Coke Float
Designer: Bloo Empire
Country: USA



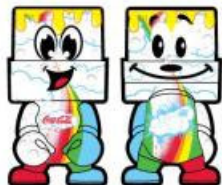
Title: Eggertson
Designer: Colorblok
Country: Argentina



Title: Happinkness
Designer: Niark1
Country: France



Title: CupcoMola
Designer: Cupco
Country: Australia



Title: Joy
Designer: Sket One
Country: USA



Title: Face to Face
Designer: Jiji
Country: China



Title: Popa Pengo
Designer: Pulco Mayo
Country: France



Title: Refresh Sound System
Designer: Mad Barbarians
Country: Japan



Title: Bollicina
Designer: Tokidoki
Country: Italy