

Coca-Cola East Japan

コカ・コーライーストジャパン株式会社
Coca-Cola East Japan Co.,Ltd.

News Release

January 27, 2016

To All,

Coca-Cola East Japan Co., Ltd.

<By invitation only> Win unBORDE Fes tickets in a lucky draw!

Coca-Cola East Japan giving out 1,750 pairs (3,500 people) of tickets!

Tokyo, Japan, Jan 27, 2016 (Mon) – Coca-Cola East Japan Co., Ltd. (Head office: Minato-ku, Tokyo, Representative Director, President and CEO Calin Dragan, hereinafter “CCEJ”) will start a campaign “Win tickets to ‘Coca-Cola presents unBORDE Fes’ (by invitation only)” from Feb 1, 2016 (Mon).

“unBORDE” is a label that was launched within Warner Music Japan on Dec 21, 2010. Events under this label that were organized in the past had seen several popular artistes—who can attract a big audience during solo live shows in big arenas—performing together. It is difficult to get tickets to unBORDE Fes as past events had been held in live houses that can only accommodate a small audience. However, the festival this year celebrates the 5th anniversary of unBORDE, and it will be held on a much bigger scale than all previous events. The tickets are invaluable because they are not for sale, so do make use of this opportunity to drink Coca-Cola and take part in the contest!

【Name】Coca-Cola presents unBORDE 5th Anniversary Fes 2016

【Scheduled performing artistes】(Japanese alphabetical order)

AKASICK / androp / Indigo la End / CAPSULE / Kyary Pamyu Pamyu / Gesu no Kiwami Otome / Shinsei Kamattechan / Yu Takahashi / Team Syachihoko / tofubeats / Passepied / RIP SLYME

...and more!!



Coca-Cola presents

unBORDE 5th Anniversary Fes 2016

招待者限定フェスチケットが当たる!!



【Outline】

- Time and date: April 10, 2016 (Sunday) Performance starts at 12:00 (scheduled to end at 20:30)
- Venue: Makuhari Messe Event Hall
- Application period: February 1, 2016 (Monday) to March 6, 2016 (Sunday)
- Deadline: March 6, 2016 (Sunday) (as indicated by the postmark)
- How to apply: (1) 1,500 pairs (3,000 people) of invitation tickets to be given out

Collect 6 bar codes from applicable products that are bought in supermarkets, discount stores and drugstores, paste the bar codes on the application form and send it in.

※The application form will be available in stores from Feb 1, 2016 or it can be downloaded from our company's website.



<http://www.ccej.co.jp/campaign/event/2016-unborde.html/>

<Applicable products>

- Coca-Cola 500mlPET / Coca-Cola 1.0LPET / Coca-Cola 1.25LPET
- Coca-Cola 1.5LPET / Coca-Cola 2.0LPET
- Coca-Cola Zero 500mlPET / Coca-Cola Zero 1.0mlPET /
- Coca-Cola Zero 1.25mlPET/ Coca-Cola Zero 1.5mlPET /
- Coca-Cola Zero 2.0mlPET
- Coca-Cola Zero Free 500mlPET / Coca-Cola Zero Free 1.5LPET
- Coca-Cola Life 500mlPET / Coca-Cola Life 1.5LPET
- Coca-Cola Lime 500mlPET

(2) 250 pairs (500 people) of invitation tickets to be given out

Spend at least 600 yen (tax inclusive) on orders that include Coca-Cola products at participating family restaurants / movie theatres / karaoke / izakaya to receive an application form.

<Applicable menu items>

Please check the applicable menu items in each participating family restaurant /movie theatre / karaoke / izakaya.

【About Coca-Cola East Japan】

Coca-Cola East Japan (security code: Tokyo Stock Exchange, First Section 2580) is the largest Coca-Cola bottler engaged in the manufacture and sales of Coca-Cola products in Japan with the highest annual sales revenue.

We deliver to customers about 50 Coca-Cola beverage brands, including Coca-Cola, Coca-Cola Zero, Georgia and I LOHAS, across beverage categories from carbonated beverages, sports drinks, energy drinks and fruit juice to non-sugar tea.

Coca-Cola East Japan was established on Jul 1, 2013 through the merger of 4 Coca-Cola bottlers (Coca-Cola Central Japan Company, Mikuni Coca-Cola Bottling Company, Tokyo Coca-Cola Bottling Company, Tone Coca-Cola Bottling Company) in the Kanto and Tokai regions (Tokyo metropolitan area and 12 prefectures). On Apr 1, 2015, with the integration of Sendai Coca-Cola Bottling Company, our sales area was expanded to include the Southern Tohoku region (Miyagi, Fukushima, Yamagata), and currently we cover the Tokyo metropolitan area and 15 prefectures. For more details, please go to the Coca-Cola East Japan website (www.ccej.co.jp).