

## News Release

June 4, 2018

Dear all

Coca-Cola Bottlers Japan Inc.

**Let's celebrate the renewal of the  
advertising sign!**

**Canal City Hakata lighting ceremony for  
the renewed rooftop advertisement for  
Coca-Cola**

To be held from 19:00 on Sat. Jun. 9

At Canal City Hakata 8F Parking Area

Coca-Cola Bottlers Japan Inc. (head office: Minato-ku, Tokyo, Representative Director and President: Tamio Yoshimatsu) will hold a lighting ceremony for the renewed rooftop advertisement for Coca-Cola upon "Canal City Hakata", which is one of the tourist destinations and attractive spots in Fukuoka City, on Sat. June 9 as a joint ceremony with Canal City Hakata.

The lighting ceremony will celebrate the renewal of the advertising sign under the slogan of "Let's celebrate the renewal of the advertising sign!", and will hold a countdown ceremony for lighting the sign with special effects.

This ceremony is an event where anyone can participate in free of charge. Please feel free to visit the parking area on 8F of Canal City Hakata at the event schedule time.

### 【Overview of the lighting ceremony for the renewed sign】

- Date/time: 19:00 – 19:50, Sat. June 9
- Venue: Canal City Hakata 8F parking area (1-2 Sumiyoshi, Hakata-ku, Fukuoka City)
- Entrance fee: Free of charge (admission may be restricted depending onto the number of visitors)
- Ceremony menu: A video introducing the production of the new sign will be aired, and a "concert of celebration gospel songs" for the lighting of the advertising sign will be held.

【Image of new advertising sign】 ※Installation to be completed in early June



**●"CokeON" beverage tickets will be distributed at restaurants in Canal City Hakata which are handling KO products**

Coca-Cola Bottlers Japan Inc. will distribute "Coke ON beverage tickets" to all customers who have ordered KO products at the 36 restaurants in Canal City Hakata which handle KO products in celebration of the renewal of the rooftop advertising sign for Coca-Cola upon Canal City Hakata between Fri. May 18 and Sun. June 17.

Please visit Canal City Hakata upon this occasion and try KO products to obtain a "Coke ON beverage ticket".

**●Countdown event with special effects will be held to celebrate the moment of lighting of the advertising sign at the special stage set at the parking area on 8F of Canal City Hakata**

Coca-Cola Bottlers Japan Inc. will hold a countdown event for the renewed advertising sign at the special stage in the parking area on 8F of Canal City Hakata. A video of special contents will be aired and a concert of celebration gospel songs will be held by FMS Gospel Choir\* to increase the excitement of the event and to celebrate the renewal so that this will become a special occasion.

\*A club representative of Fukuoka School of Music & Dance

**●"Canal City Hakata Meal Coupon" will be distributed to increase the excitement of the event**

Coca-Cola Bottlers Japan Inc. will distribute lottery tickets\* at Canal City Hakata on the day of the lighting event for the renewed sign where the lottery winners will receive "Canal City Hakata Meal Coupon". The lottery results will be announced at the event stage upon the closing of the ceremony.

\*Distribution of the lottery ticket will be terminated when the tickets for the predefined number have completed to be distributed.