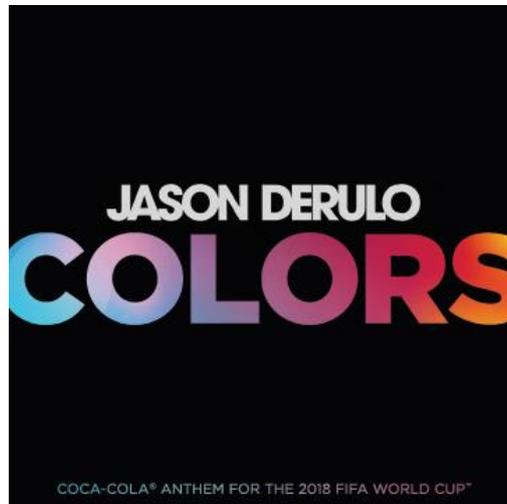


**JASON DERULO'S "COLORS" OUT NOW
UNIFYING SONG TO SERVE AS THE COCA-COLA® ANTHEM FOR
THE 2018 FIFA WORLD CUP™**



(New York, NY - March 9, 2018): Global superstar Jason Derulo today released “Colors” (Warner Bros. Records). “Colors” is an inspiring anthem that unites fans and their favorite artists around the globe and serves as the Coca-Cola® song for the 2018 FIFA World Cup™ campaign.

Written by Derulo (who has written and recorded some of pop music’s biggest hits), “Colors” pulses with the excitement that greets the arrival of the world’s biggest soccer tournament.

Jason Derulo said, “It was a pleasure working with Coca-Cola to create the anthem for the 2018 FIFA World Cup™. It’s a tournament that celebrates athletic excellence and I’m honored to provide the soundtrack.” He added, “Through my years of travel, I’ve been able to see the beauty in our cultural differences and I wrote ‘Colors’ to celebrate that diversity and be a part of the amazing energy that sports fans around the world give to their teams.”

“We know the FIFA World Cup is a global cultural and social phenomenon. Every four years, people are drawn to this event from all over the world due to the excitement and platform it provides,” said Ricardo Fort, vice president of Global Sports Partnerships at The Coca-Cola Company. “We believe that music and soccer are intrinsically linked by the passions they evoke. We are excited to welcome Jason to the team and can’t wait to bring this upbeat anthem to the world ahead of the 2018 FIFA World Cup™.”

**Listen to “Colors” Now: <https://jasonderulo.lnk.to/Colors>
Press Pics [Here](#)**

About Jason Derulo:

Jason Derulo is a double-platinum powerhouse whose current hit "Swalla" has over 1 billion views on YouTube. Two of his breakout singles "Whatcha Say" and "Talk Dirty" [feat. 2 Chainz] have reached quadruple-platinum status, while "Want To Want Me" and "Ridin' Solo" went triple-platinum, and "Trumpets," "Wiggle" [feat. Snoop Dogg], and "In My Head" earned double-platinum certifications. Platinum singles include "Marry Me," "The Other Side," "It Girl," "Get Ugly," and "Don't Wanna Go Home." Cumulative streams continue to

soar, exceeding 7 billion overall and YouTube views surpass 4.6 billion. At radio, his music impacted a total audience of 20 billion-plus listeners with a staggering 3.5 billion spins. Jason was a featured performer for the Monday Night Football theme, his clothing line LVL XIII launched in Bloomingdales last Fall, he has a label in partnership with Warner Bros. Records and a publishing deal with Warner/Chappell Music, and he is an investor in many enterprises, including Catch L.A. and Rumble Boxing with Sylvester Stallone and Ashton Kutcher.

About the Coca-Cola Company:

The Coca-Cola Company (NYSE: KO) is the world's largest beverage company, offering over 500 brands to people in more than 200 countries. Of our 21 billion-dollar brands, 19 are available in lower- or no-sugar options to help people moderate their consumption of added sugar. In addition to our namesake Coca-Cola drinks, some of our leading brands around the world include: AdeS soy-based beverages, Ayataka green tea, Dasani waters, Del Valle juices and nectars, Fanta, Georgia coffee, Gold Peak teas and coffees, Honest Tea, Minute Maid juices, Powerade sports drinks, Simply juices, smartwater, Sprite, vitaminwater, and Zico coconut water. At Coca-Cola, we're serious about making positive contributions to the world. That starts with reducing sugar in our drinks and continuing to introduce new ones with added benefits. It also means continuously working to reduce our environmental impact, creating rewarding careers for our associates and bringing economic opportunity wherever we operate. Together with our bottling partners, we employ more than 700,000 people around the world. For more information, visit our digital magazine Coca-Cola Journey at www.coca-colacompany.com, and follow The Coca-Cola Company on [Twitter](#), [Instagram](#), [Facebook](#) and [LinkedIn](#).

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