



## Music on the **Coke** side of life

Johannesburg, 22 October 2007 - Scoring a perfect hat-trick on the **Coke** side of life, and following the tradition of 2005's Coca-Cola Colab Massive Mix and last year's mammoth MY COKE FEST, **Coca-Cola South Africa**, in partnership with 5FM, is proud to announce the coming of **MY COKE FEST 2008!**

The mega-fest kicks off at the New Market Racecourse in Johannesburg on Friday, March 21 and proceeds to the Kenilworth Racecourse in Cape Town on Monday, March 24. In true "**Coke** side of life" style, **MY COKE FEST 08** features the hottest line-up to date. A blend of the finest and most sought after International and SA talent!

Thousands of fans are expected to flock to the 2-day, 12-hour, 10-band, adrenalin-fuelled festival, and feast on some of the finest live bands in the world! Only **Coke** can quench such a music-thirst... We searched the globe, screening hundreds of hopefuls, converting some of the biggest known bands to the Coke side of life, and are excited to announce the international line-up for **MY COKE FEST 08...**

The all-star, multi-award winning line-up includes US Rock sensation **GOOD CHARLOTTE**, Britain's "Best Live Act" **KAISER CHIEFS**, Sound Garden and Audioslave front-man **CHRIS CORNELL**, "Supermassive" **MUSE**, and the multi-platinum, Grammy-winning **KOЯN**. On the local front, the first band to be announced is one of SA's top rock outfits, **PRIME CIRCLE**. This is only the beginning... so grab a **Coke**, watch this space, tune in to 5FM and enjoy the **Coke** side of life!

### **KOЯN**

KOЯN has redefined the parameters of heavy music, revolutionising the genre by matching unsettling guitar textures and volcanic rhythms with jagged, introspective lyrics and intense vocal stylings. The band -Jonathan Davis, James "Munky" Shaffer, Fieldy and David Silveria - is one of

the most popular hard rock acts in the world today, with a dedicated fan base and widely acclaimed live performances. They have sold in excess of 25 million albums worldwide, and four of their albums debuted in the top three of the Billboard Top 200, two of which entered the charts at number one. Their bold music defies categorization - it's blinding musical fury, dark and twisted lyrical candour also radiates a hybrid funk and medicating, metallic shimmer. The multi-media maestros were the first band to simulcast a live concert in 2002 into movie theatres across the U.S. Earlier this year they filmed "MTV Unplugged: KORN" at MTV's Times Square studio, for an MTV global TV event broadcast, across the US, South America, Europe, Africa, and Asia.

## MUSE

Muse is the UK's most innovative band. The three-piece group - Matthew Bellamy, Chris Wolstenholme and Dominic Howard - produces a unique blend of alternative rock, classical music, electronica, heavy metal, Spanish guitars, and progressive rock, and is well known for its energetic live performances. The band played the headline spot at Glastonbury, the legendary annual UK festival, and its headline concerts at Wembley Stadium earlier this year became two of the Biggest-hyped concerts of 2007, with the first show selling out in 45 minutes, six months before the gig! Muse's latest album, *Black Holes and Revelations*, released last year, became its second UK album chart number one, reached the number 1 spot in several other countries and was in the Top 10 in the US billboard chart. The controversial single, "Supermassive Black Hole" became Muse's highest UK entry in the charts and won an award for Best Alternative Act at the annual MTV Music Awards. Muse was also named 'Best Live Act' at the Brit Awards for the last two years.

## CHRIS CORNELL

Ranked 12th in MTV's "22 Greatest Voices in Music" survey, ahead of such icons as David Bowie, Steven Tyler and Bruce Springsteen, Chris Cornell, the voice behind Soundgarden, Audioslave and Temple of the Dog, has been called "the single most dynamic rock and roll force produced by the Grunge Revolution of the early '90s." Nine years after the breakup of his band, Soundgarden, Cornell has become an enduring musical and cultural icon. Soundgarden struck it big with their single "Black Hole Sun", off their three million selling album, *Superunknown*, which also earned the band two Grammy Awards. **Audioslave's** 2002 self-titled debut album reached triple-platinum status, its follow up album, *Out of Exile*, which debuted at number 1, and it became the first American rock band to perform in Cuba. His solo project marks his 13th career album, and features the single "You Know My Name," the main title track for the movie *Casino Royale*. As a solo artist, Cornell explored more surreal musical textures, esoteric studio techniques, emotional lyricism and varied singing styles on his 1999 album, *Euphoria Morning*, whose single "Can't Change Me" earned a Grammy nomination for Best Male Rock Vocal Performance.

## KAISER CHIEFS

The English alternative rock band, named after the South African Kaizer Chiefs Football Club, exploded onto the global music scene with its performance at Live 8 in 2005, as one of only two British acts in the lineup! After headlining its own UK tour, playing a handful of European festivals, including Glastonbury and the V festival, Kaiser Chiefs embarked on its first US tour, and followed it up with an opening slot for the Foo Fighters during its Australian tour in 2005. The group's live performances - 75 minutes of hi-energy entertainment interspersed with the odd (relatively) less frenetic track - won it 'Best Live Act' at last year's Brit Awards- one of three Awards collected by the band that night. Its hard work ethic was again rewarded, when it was offered the opening slot on NME Brats tour - with Bloc Party, The Futureheads and The Killers. Its award-winning debut album, *Employment*, sold almost three million albums worldwide, and stayed in the UK Top 40 for 18 months. Kaiser Chiefs's follow up album, *Yours Truly, Angry Mob*, was released earlier this year, and has climbed its way up the international charts.

### GOOD CHARLOTTE

The world-famous band has sold over nine million albums worldwide, and revolutionised its sound, creating an artful, innovative and vibrant sound that has redefined it. The group - Paul Thomas, Billy Martin, Joel and Benji Madden and Dean Butterworth - released its fourth album, *Good Morning Revival*, earlier this year. The album debuted in the Top 10 of 13 countries worldwide, giving the band some of their highest international chart positions thus far. *Good Morning Revival* follows the triple platinum "The Young and the Hopeless", which spawned the band's chart-topping hit single, "Lifestyles of the Rich and the Famous" and won an MTV Viewers Choice award, and 2004's subsequent million-selling follow-up "The Chronicles of Life and Death". Good Charlotte has accomplished something far more lasting than mere sales success - it moved and inspired a generation of kids left behind by much of today's popular culture. Its powerful energy, straight-up directness and trademark blend of hi-energy hooks and sing-along harmonies make it one of the best live acts around.

### PRIME CIRCLE

One of South Africa's leading rock outfits, Prime Circle has released two gold-selling albums, spawning a host of number 1 hit singles, across charts country-wide! "Hello" off its debut album, "Hello Crazy World", stayed on the High 5@5 for a whopping 21 weeks, becoming the station's "most played local song". The music video for the single "Live This Life", off its second, same titled album, is also one of the most aired local music videos on television to date. The band - Ross Learmonth, Gerhard Venter, Dirk Bisschoff and Marco Gomes - has performed sold-out shows across the country and the UK, and was invited to play at the Dubai Desert Rock Festival earlier this year, along with the likes of Stone Sour, Iron Maiden, Incubus, The Bravery & Robert Plant. Other international bills include the Coca-Cola Colab Massive Mix in 2006, where it shared the stage with

Metallica, Collective Soul, The Rasmus and Simple Plan, and 46664 Concert, alongside Annie Lennox, India Arie, Katie Melua, Will Smith, DJ Jazzy Jeff and Queen.

**MY COKE FEST** is presented by **Coca-Cola** and official radio partner **5fm**, in association with **Big Concerts**.

### TOUR ITINERARY

Friday, 21 March 2008 - New Market Racecourse, Johannesburg (Gates open at 10h00)  
Monday, 24 March 2008 - Kenilworth Racecourse, Cape Town (Gates open at 10h00)

### TICKET PRICES (JOHANNESBURG AND CAPE TOWN)

Golden Circle - R600.00 - INCLUDING Computicket service charges  
General Admission - R400.00- INCLUDING Computicket service charges  
General Admission (Student) - R330.00- INCLUDING Computicket service charges

### BOOKING AT COMPUTICKET

**TICKETS ON SALE FROM 09:00am - FRIDAY 26<sup>th</sup> OCTOBER 2007**

Outlets country-wide

Computicket Internet Site [www.computicket.com](http://www.computicket.com)

Computicket Call Centre 083 915 8000

To ensure that concert goers have the best experience, please note that the following items are prohibited at the **MY COKE FEST** concerts:

- Cameras
- Cooler boxes
- Bottles
- Alcohol (this will be available for purchase in the stadiums)
- Weapons
- All recording equipment

For more info on **MY COKE FEST**: [www.5fm.co.za](http://www.5fm.co.za) or [www.bigconcerts.co.za](http://www.bigconcerts.co.za)

Ends.

For further media information, please contact:

Jackie Mfeka

Senior Communications Manager

Coca-Cola South Africa

Cell: 0795256934