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Coca-Cola announces “Pemberton Place”

SALT Branding names a new 20-acre attraction
slated for downtown Atlanta

SAN FRANCISCO — November 28, 2005 — SALT Branding, a full-service branding, design and communications firm, and the City of Atlanta recently honored the man who created one of the world’s most famous products. A 20-acre downtown area — home of the new Georgia Aquarium and future home of the new World of Coca-Cola — will be tabbed “Pemberton Place,” in memory of John S. Pemberton, the Atlanta pharmacist who invented Coca-Cola in 1886. Developed by SALT Branding, Pemberton Place joins a roster of influential and renown naming programs created by the San Francisco-based branding firm.

“Great brands tell great stories,” said Paul Parkin, a principal at SALT Branding. “We created thousands of name candidates for this assignment — but we prefer real words that tell real stories. ‘Pemberton’ was our strongest recommendation because it communicates on multiple levels.”

The Coca-Cola Company donated the nine acres for what is now Pemberton Place to The Marcus Foundation three years ago for development of the Georgia Aquarium, which opened on November 23. The new World of Coca-Cola is slated to open nearby during the summer of 2007, when the company observes its 121st anniversary. The attraction will be across from Centennial Olympic Park, and within walking distance of premier Atlanta destinations including the new Georgia Aquarium, Philips Arena, CNN Center and The Children’s Museum of Atlanta.

“Pemberton Place and the new World of Coca-Cola interactive attraction will be a living tribute to Coca-Cola’s unique ability to bring people together from all around the world,” added Rick Herrick, a principal of SALT Branding. “What better tribute than one that truly recognizes the personality responsible for one of the world’s most recognizable brands.”

At a dedication ceremony, Coca-Cola Chairman and CEO Neville Isdell described Pemberton — a Georgian and adopted Atlantan — as, “the perfect embodiment of creativity, innovation and good times. We think there

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is no better tribute to Dr. Pemberton's spirit than to lend his name to a part of Atlanta that very soon will be known as the place for fun with friends and family."

Atlanta Mayor Shirley Franklin, The Home Depot Inc. co-founder and Georgia Aquarium benefactor Bernie Marcus, members of the Atlanta City Council, and other business and civic leaders attended the ceremony.

"Research revealed that 'Pemberton' is an elegant sounding name that brings greater depth to the great story of Coca-Cola. When people learned that Dr. Pemberton invented Coca-Cola, they literally fell in love with the name," added Parkin.

For more information about Pemberton Place as well as plans for the new World of Coca-Cola, please visit:

www.cocacola.com

For more information on SALT, please visit www.saltbranding.com or contact:

Paul Parkin
SALT Branding
415.616.1506
paul@saltsf.com

Todd Hays
TODD Public Relations
818.506.5750
todd@toddp.com

About SALT Branding

SALT is the essential ingredient for branding leaders. A full-service branding, design and communications company, SALT helps build leading brands through incisive strategies, original names, unique creative, tangible experiences, practical implementations and comprehensive brand management services. With its distinctively practical mindset, SALT Branding's expertise and wide range of integrated solutions in the areas of brand strategy, naming, design, communications, advertising and building corporate culture have been applied to programs for such companies as Avaya, Coca-Cola, Disney, Fatbrain, Glu, Microsoft, Mobile365, Palm, Sprint, Wellpoint, Wi-Fi and Xerox.
