

Press Release



FOR IMMEDIATE RELEASE

ArtScience Museum appoints Coca-Cola® as Official Beverage *Four-year partnership to commence from 1 January 2014 till 31 December 2017*

Singapore (10 December, 2013) – ArtScience Museum at Marina Bay Sands has entered into a strategic partnership with Coca-Cola Singapore Beverages, appointing the company as its Official Beverage partner in a contract signing ceremony today. The four-year partnership will commence from 1 January 2014 till 31 December 2017.

As Official Beverage partner, Coca-Cola Singapore Beverages will not only enjoy branding opportunities within the museum but also partake in numerous consumer promotions organized by ArtScience Museum. Museum visitors will be able to enjoy a variety of premium beverages, such as *Coca-Cola*, *Coca-Cola light*, *Fanta*, *Sprite*, *A&W Root Beer*, *glaceau vitaminwater* and *Aquarius isotonic*, available at the SweetSpot outlet located within the museum.

“We are pleased to have Coca-Cola Singapore Beverages onboard as our Official Beverage partner for ArtScience Museum. The partnership with *Coca-Cola* brings together two internationally recognized brands and we see tremendous synergies as both brands are drivers of innovation in our respective leagues. ArtScience Museum has always aimed to present the best international touring exhibitions and develop our own unique programming activities, and this is a value that is echoed by *Coca-Cola*. We look forward to a fruitful relationship with *Coca-Cola* in the coming years,” said Mr. Maunik Thacker, Senior Vice President, Marketing, Marina Bay Sands.

“Coca-Cola Singapore Beverages has been proudly refreshing visitors to Marina Bay Sands since its inception. We are delighted to be able to take our relationship to the next level today by becoming the Official Beverage partner of ArtScience Museum. The *Coca-Cola* brand is synonymous with happiness and we are pleased to partner Marina Bay Sands, an iconic destination that creates magical memories for both Singaporeans and tourists alike. We look forward to working with ArtScience Museum on this exciting collaboration,” said Mr. Amit Oberoi, CEO of Coca-Cola Singapore Beverages.



As part of its festive celebration, ArtScience Museum is running a *Christmas Special: Painting with Lights* from 23 November to 31 December 2013, where members of the public can discover the beautiful art of cyanotype print, while decorating the unique 3.5 metres tall steel spiral Christmas tree. Spreading the festive cheer further, the museum will be giving away *Coca-Cola* Christmas polar bears to the first 80 visitors per day who purchase exhibition tickets and try their hands on creating the cyanotype print decorations for the ArtScience Museum Christmas tree. The *Coca-Cola* polar bear giveaway runs for 12 days before Christmas from 13 December to 24 December 2013.

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About Marina Bay Sands Pte Ltd

Marina Bay Sands is the leading business, leisure and entertainment destination in Asia. It features large and flexible convention and exhibition facilities, 2,560 hotel rooms and suites, the rooftop Sands SkyPark, the best shopping mall in Asia, world-class celebrity chef restaurants and an outdoor event plaza. Its two theatres showcase a range of leading entertainment performances including world-renowned Broadway shows. Completing the line-up of attractions is ArtScience Museum at Marina Bay Sands which plays host to permanent and marquee exhibitions. For more information, please visit www.marinabaysands.com

About Coca-Cola Singapore Beverages:

Coca-Cola Singapore Beverages is the leader in non-alcoholic beverages in Singapore. In addition to *Coca-Cola*, one of the world's most valuable brands, Coca-Cola Singapore Beverages also manufactures, and distributes over 40 products including sparkling beverages (*Fanta, Sprite, A&W, Schweppes*), zero-calorie sparkling beverages (*Coke light, Coke Zero*), juice drinks (*Minute Maid Pulpy, Qoo*), isotonic drinks (*Aquarius*), teas (*Heaven and Earth*), coffee (*Georgia*) and waters (*Dasani, glacéau vitaminwater*). Coca-Cola has been refreshing Singaporeans for over 75 years and is committed to building a healthier and happier Singapore. Through their programmes and partnerships they aim to make a lasting positive difference in the local community. Coca-Cola's Step With It@, Singapore! active lifestyle programme has benefited over 150 primary schools and 400,000 Singaporeans since it began in 2003. For more information about Coca-Cola Singapore visit: www.coca-cola.com.sg.

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For images (Expiring on 09 January 2013):

<https://www.hightail.com/download/OGhma3NUY1NHa1BLd01UQw> (Credits to Marina Bay Sands)