



SUITED FOR SUCCESS: GLOBAL MUSIC ARTIST WILL.I.AM AND EKOCYCLE™ HELP BLEND SUSTAINABILITY WITH MENSWEAR STYLE

In partnership with EKOCYCLE, Hallenstein Brothers launch fashion-forward, environmentally-responsible men's suit made from recycled plastic bottles

ATLANTA, September 25, 2013 – EKOCYCLE™, the innovative recycling collaboration of global music artist will.i.am and The Coca-Cola Company, is introducing a collection of men's suits as its latest sustainable product offering, under Hallenstein Brothers' tailored suit label, H Brothers.

Made using up to 25 assorted recycled 20-ounce PET plastic bottles [comparable to NZ 500ml], each suit in the accessibly priced, fashion-forward collection promotes environmental responsibility combined with style and comfort. The line will also include neckties, bowties, and pocket squares, all made with post-consumer recycled content.

The manufacturing process converts plastic bottles into pellets and ultimately transforms them into a fibre, which is then woven into fabric. The suit fabric contains up to 60 percent recycled content, yet maintains the look, feel and quality for which the menswear company is known.

"EKOCYCLE is all about tapping into popular culture to find new ways to reduce the amount of waste we produce," said will.i.am. "With partners like Hallenstein Brothers leading the way, we are giving used plastic bottles new life by transforming them into stylish quality products people want. The new line of suits from Hallenstein Brothers is a perfect example of the EKOCYCLE mission in action."

The initial line of suits by EKOCYCLE and Hallenstein Brothers – designed to appeal to a younger audience with an eye for distinctive, fashion-forward styling – includes a deconstructed conductor's jacket and an asymmetrical tailed jacket. Pre-orders of the first suits will be available from September 28 at www.ekocycle.com.

"Working with EKOCYCLE has given us an opportunity to bring environmentally responsible men's apparel to a global audience," said Glenn Hunter, General Manager, Hallenstein Brothers. "It's truly the best of both worlds when you can use recycled materials to help keep guys looking cool."

The EKOCYCLE brand initiative was developed by will.i.am and The Coca-Cola Company to educate consumers about everyday recycling choices and empower their purchasing decisions as part of a social change movement. The movement repurposes items such as plastic bottles into fashion-forward lifestyle products through the help of today's biggest trendsetters and brands.

"EKOCYCLE continues to make a positive impact on the environment globally by making what is old new again," said Beatriz Perez, Chief Sustainability Officer, The Coca-Cola Company. "We're promoting everyday decisions to recycle and empowering consumers to make environmentally conscious purchases."

Hallenstein Brothers joins a host of international brands working on everyday products using recycled materials, including adidas®, Beats by Dr. Dre®, Levi's®, New Era® and RVCA®. To learn more about the EKOCYCLE brand initiative and shop for EKOCYCLE products visit EKOCYCLE.com. EKOCYCLE can also be found on [Facebook](#) and [Twitter](#).

About will.i.am

A multi-faceted entertainer, creative innovator and philanthropist, will.i.am is best known for his work with The Black Eyed Peas, who have sold 33 million albums and 58 million singles worldwide. will.i.am's new solo cd, #willpower on Interscope Records, was released in April, 2013. The first two singles include worldwide platinum hit "This is Love" featuring Eva Simons, and "Scream & Shout" featuring Britney Spears, which shot to number one on the iTunes single chart and to top three on Billboard's Hot 100 chart. As a producer, will.i.am has worked with some of the music industry's biggest names including Michael Jackson, Rihanna, Usher, Nicki Minaj, Britney Spears, Miley Cyrus, David Guetta and film composer Hans Zimmer. will.i.am is the recipient of multiple Grammy Awards, a Latin Grammy Award, an Emmy Award, two NAACP Image Awards, the BMI President's Award and a 2008 Webby Award. will.i.am's i.am angel foundation (www.iamangelfoundation.org) supports young people through programs focused on education, activities that build STEAM (science, technology, engineering, arts and math) skills and college scholarship assistance. The foundation also operates a mortgage relief program and financial literacy workshops.

About The Coca-Cola Company

The Coca-Cola Company (NYSE: KO) is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Led by Coca-Cola, the world's most valuable brand, our Company's portfolio features 16 billion-dollar brands including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply, Georgia and Del Valle. Globally, we are the No. 1 provider of sparkling beverages, ready-to-drink coffees, and juices and juice drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy our beverages at a rate of more than 1.8 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that reduce our environmental footprint, support active, healthy living, create a safe, inclusive work environment for our associates, and enhance the economic development of the communities where we operate. Together with our bottling partners, we rank among the world's top 10 private employers with more than 700,000 system associates. For more information, visit Coca-Cola Journey at www.coca-colacompany.com, follow us on Twitter at twitter.com/CocaColaCo or check out our blog, Coca-Cola Unbottled, at www.coca-colablog.com.

About Hallenstein Brothers

A significant Southern Hemisphere suit retailer, Hallenstein Brothers is renowned for providing guys with innovative and effortlessly stylish apparel. Established by two brothers in 1873, the menswear company has dressed many, if not all, New Zealand men at some time in their lives. Today the brand is the clear leader in its home market with a rapidly growing international presence. From cutting edge casual to impeccable suiting, every piece is infused with the spirit of brotherhood. Hallenstein Brothers was introduced to EKOCYCLE by will.i.am after a successful partnership earlier this year. Hallenstein Brothers is part of Hallenstein Glasson Holdings Limited (NZX: HLG) www.hbrothers.com