



SALES

Medals & Millions

A \$1,000,000 Winner Nightly!

\$1 million is available for game piece holders to win each night of the Winter Olympic Games. Exclusively covers the Winter Olympic Games.

Added Value!
LTS Olympic Collector Cards inside each multi-pack of Coca-Cola products.

Winter Olympic Games Pins!
Your customers can get into the spirit of pin collecting with a special mail-in pin offer.

Outstanding Winter Olympic Games Coverage!
Diet Coke gives you all the support you'll need to increase traffic and sales in your stores.

Biggest Quarter Promotion Ever Coca-Cola!

Some pieces give you a chance to share in 140 MILLION IN CASH. NO PRIZES.

It's easy. Match the Country 1 word and Medal on the game piece to actual Winter Olympic Games results to win.

Medals & Millions

Draw crowds to your store with the excitement of Coca-Cola Medals & Millions!

In February 1992, the world will focus its attention on the season's number one sporting event—the Winter Olympic Games in Albertville, France.

You can be part of the excitement by bringing an unbeatable Winter Olympic Games event to your store—the Coca-Cola "Medals & Millions" promotion.

Coca-Cola Medals & Millions will be the most powerful Winter Olympic Games promotion in your store!

Your customers identify Coca-Cola.

Let the profits begin with Coca-Cola Medals & Millions!

A new chance for your customers to win every night—for 16 straight nights!

Starting Saturday, February 6, 1992, the chance for your customers to win \$40 million in cash and prizes with diet Coke helps make the Winter Olympic Games even more exciting in your store!

Coca-Cola Medals & Millions turns every specially marked can multi-pack, 2-liter and 3-liter bottle of Coca-Cola core brand products—Coca-Cola® classic, diet Coke®, Diet caffeine-free Coca-Cola® classic, caffeine-free diet Coke®—into a money-making promotion.

