

THEN *and* NOW!

Leading Low-Calorie Soft Drink Turns 20

(NAPSA)—For many Americans, low-calorie food products are no longer just part of a weight-loss regimen. Instead, so-called diet foods and beverages are considered a regular part of an exacting routine—with people staying in shape by counting calories. Such products, however, haven't always been easy to find.

Then: In the early 1960s, millions of Americans began trimming down, toning up and tuning in to feeling good about themselves. Researchers eventually realized that the younger generation merited a low-calorie soft drink that people could enjoy, without all the sugar.

The early 1980s brought a significant change: Diet Coke, the first time the Coca-Cola trademark had been extended or modified. It was launched in 1982, and by July 1983 had become the largest-selling low-calorie soft drink in America.

Over the next 20 years, a long list of celebrities—from Bill Cosby to Bugs Bunny to the entire cast of "Friends"—signed on to promote the product in television commercials. Among the most memorable were: Whitney Houston at the Super Bowl (1984) and the "There's Just One" series, featuring such luminaries as Paula Abdul and Elton John (1990). This series also used computer wizardry to bring such legends as James Cagney, Humphrey Bogart and Louis Armstrong to the small screen.

Now: Diet Coke is currently the world's leading low-calorie soft drink, having become the standard-bearer for all diet drinks. In the 20 years since its introduction, the product has become widely



(HO-Photo: Michael Pugh)

The World Famous Radio City Rockettes join in the celebration of 20 years of Diet Coke. Diet Coke is currently the world's leading low-calorie soft drink, having become the standard-bearer for all diet drinks.

available in all outlets where soft drinks are sold—convenience stores, restaurants, sporting and concert venues and more.

Now, the "big daddy" of diet drinks is welcoming another addition to the shelf: Diet Vanilla Coke. Following quickly on the success of Vanilla Coke, this new beverage is made to continue the tradition of great taste without the calories, and a thirst-quenching refreshment that's the reward for light drinking. Diet Vanilla Coke joins the company's other low-calorie beverages, including Caffeine-Free Diet Coke, Diet Cherry Coke and Diet Coke with Lemon.

To learn more, visit the Web at www.dietcoke.com.