

PRESS RELEASE



Utah Jazz Renew Partnership with Swire Coca-Cola as Exclusive Soft Drink Provider

In a multi-year partnership, Draper-based Swire Coca-Cola continues to serve Utah Jazz fans and players

SALT LAKE CITY (November 3, 2023) – Today, the Utah Jazz announced that Swire Coca-Cola will continue to serve as the exclusive soft drink provider at Delta Center, home of the Utah Jazz. The relationship between Swire Coca-Cola and the Jazz dates back to 1979 when the NBA team played their first season in Utah after relocating from New Orleans. Now, during the 50th season of Jazz basketball, the new deal means Jazz fans will continue to enjoy a range of refreshing beverages at Delta Center including Coca-Cola®, Diet Coke®, Coca-Cola® Zero Sugar, Sprite®, DASANI® water, BODYARMOR®, and others.

“The Utah Jazz and Delta Center are pleased to extend our partnership with Swire Coca-Cola - our most tenured partner - into our 45th season and beyond,” said Chris Barney, chief commercial officer of the Utah Jazz. “Coca-Cola is an integral part of the product choices we are proud to offer inside Delta Center, and we look forward to the continued alignment of our brands for years to come.”



In addition to refreshing fans with its soft drinks available throughout the concourse and in Delta Center clubs and suites, the new deal names BODYARMOR®, a Swire Coca-Cola product, as the Official Hydration Partner of the Utah Jazz.

BODYARMOR® hydration products will be visible during game - in the bench area among cooler, water bottles, and towel branding - and throughout practice facilities and locker rooms. Fans can also purchase BODYARMOR® drinks at all events hosted at Delta Center.

“We are thrilled to continue this important relationship, bringing preferred beverages to the Delta Center and Jazz nation. We’re especially excited that this includes the addition of BODYARMOR® as the official sideline sponsor of the Utah

Jazz,” said Brendan Cranna, Chief Sales Officer at Swire Coca-Cola. “Our mission is to win together by serving as constant and true advocates for our people, our customers, our partners, our community, and our planet. Swire Coca-Cola is headquartered in Utah, and we have partnered with the Jazz since the very beginning. We are honored and excited that we will continue to be part of the Utah Jazz family.”

The partnership between the Utah Jazz and Draper-based Swire Coca-Cola will include distribution of all Coke products at any Delta Center event, including Jazz games, major touring concerts and performers, international sporting events, NCAA basketball games, family ice shows, community events, and more.

--utahjazz.com--

About the Utah Jazz

Founded as the 18th member of the National Basketball Association (NBA) in 1974, and located in Salt Lake City since 1979, the Utah Jazz are committed to excellence as a team and in the community. On the court, the Jazz are the second-winningest team in the NBA over the last 30 years, having won nine division titles and two Western Conference championships along with 17 seasons of 50-plus wins, and are supported by one of the most passionate fan bases in all of sports. The Utah Jazz also operate the Junior Jazz program, the largest and longest-running youth basketball league in the NBA, featuring more than 60,000 players and an additional 13,000 volunteers who take part annually across six states. For more information on the Utah Jazz, an entity of Smith Entertainment Group, visit www.utahjazz.com.

About Delta Center

Located in downtown Salt Lake City, Delta Center is home of the Utah Jazz NBA franchise and serves as the region’s premier sports and entertainment venue. Hosting more than 320 days of sports and entertainment events each year, ranging from NBA games to concerts by world-renowned musicians and other sporting spectacles, Delta Center welcomes approximately 1.8 million guests annually. With the capability of hosting 18,206 fans at Utah Jazz games and 13,898 at concerts, the electrifying atmosphere inside the bowl captivates audiences and creates an unforgettable experience. Since its debut in 1991, Delta Center has hosted the 2023 and 1993 NBA All-Star weekends, 2002 Olympic Winter Games, NCAA men’s basketball tournament, and two NBA Finals. For more information about Delta Center, an entity of Smith Entertainment Group, visit www.deltacenter.com.

About Swire Coca-Cola, USA

With revenues of \$3 billion, Swire Coca-Cola, USA produces, sells and distributes Coca-Cola and other beverages in 13 states across the American West. The company’s territory includes parts of Arizona, California, Colorado, Idaho, Kansas, Nebraska, Nevada, New Mexico, Oregon, South Dakota, Utah, Washington, and Wyoming. Employing more than 7,200 associates the company’s headquarters is in Draper, Utah. Swire Coca-Cola, USA is part of JS&S (Beverages) Inc., a wholly-owned subsidiary of John Swire & Sons Limited. For more information, visit us at www.swirecc.com.

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