



## **MEDIA RELEASE**

### **Summer Season Phishing Scam Alert – Don't Get Caught**

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**IMMEDIATE RELEASE**

**07 February 2014**

*Congratulations! You have won R100 000 in the Coca-Cola lucky draw that you never entered – all we need is your bank details, ID number and all other personal information for you to claim your prize. Sound familiar? Don't get caught in the latest Coca-Cola phishing scam hitting South Africa this summer season.*

There has been a significant increase in reports of phishing scams involving the misuse of The Coca-Cola Company name warns Peninsula Beverage Company (PenBev: local bottler and distributor of The Coca-Cola Company's products in the Western and Northern Cape).

Consumers are being warned to be vigilant during the summer season when it comes to receiving a short message service (SMS) or e-mail messages from individuals claiming to be from Coca-Cola, notifying the recipient that they have won money in lotteries.

Spokesperson for PenBev, Denise Green has confirmed that, "The Coca-Cola Company's different brands and trademarks are being used without permission." Green elaborates, "The Coca-Cola Company is in no way associated with any SMS's or emails requesting sensitive information in order to redeem a prize. The Coca-Cola Company will never ask for confidential information such as an identification (ID) number or bank account details. We urge the public not to give out any personal details."

Coca-Cola run a number of legitimate promotions during peak seasons and here is how to tell if consumers are truly a winner or have been contacted as part of a phishing scam:

- PenBev and Coca-Cola contact their winners telephonically to notify them of their winnings, never via SMS or e-mail.
- PenBev and Coca-Cola would never ask for any fees to be paid for winners to receive the prize, such as Legal fees, admin fees, clearance fees, delivery fees, packaging fees etc. as this is given free of charge.
- If customers haven't entered a competition, then Coca-Cola would not contact them.

If customers have fallen prey to a phishing scam the first step is to immediately discontinue all communication with the source and report it to the authorities.

Green continues, "PenBev has had instances where consumers have fallen prey to these scams and paid in monies, only to be asked to provide more money after the initial payment, then the scammers ask for a further admin or postage fee. An important thing to remember is if it sounds too good to be true, it probably is!"

For further information, please do not hesitate to contact Coca-Cola South Africa's consumer affairs at [ccsainfo@afr.ko.com](mailto:ccsainfo@afr.ko.com) or contact Tel: 086 011 2526.

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