

NEWS RELEASE
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Date and details set for world's most significant auction ever of Coca-Cola memorabilia

Schmidt Museum to put 750 items up for bid September 17 & 18

ELIZABETHTOWN, Ky. – The world's most significant auction of Coca-Cola art and collectibles is set for September 17 and 18, 2011, at the Schmidt Museum of Coca-Cola Memorabilia in Elizabethtown, Ky. While the 750 items going up for bid are just a portion of the museum's 80,000-piece collection, the auction is considered the best ever in terms of quality and value of Coca-Cola collectibles. On the auction block will be rare posters, unique bottles, artistic clocks, toy trucks and real trucks, large signs, turn-of-the-century serving trays, antique vending machines and more.

"Ever since we announced plans to sell our collection, we've been inundated with questions about when the first auction will take place, what will be for sale and how to register to attend. Well, we've worked out those details and are ready to share them," says Larry Schmidt, whose family has amassed the largest privately owned collection of Coca-Cola memorabilia in the world worth as much as \$10 million. Proceeds from the auction will fund a foundation from which charitable donations will be made.



One of the most valued items in the Schmidt auction will be this large "festoon" of a girl in a hammock. It's circa 1907 and was designed to hang in a soda fountain.

The auction will be open to the public, and attendance is free. Seating and viewing areas may be limited, so advanced registration is recommended at www.schmidtmuseum.com.

Serious collectors have requested that premium seating be provided at a cost. The Schmidt Museum is accommodating this request by making approximately 100 tickets available at \$1,000 each, which guarantees the ticket holder a seat at the front of the auction room. The \$1,000 cost of the ticket will be applied toward the purchase any auction items.

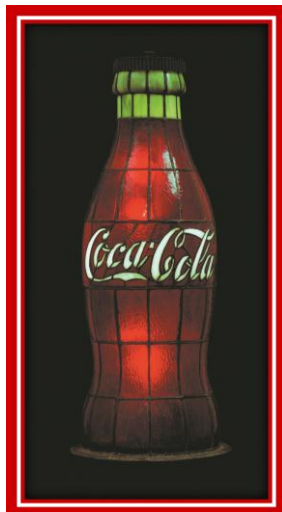
www.schmidtmuseum.com/pressroom has more info and downloadable images & video for media use.



The auction room will be adjoined by a tent. Those in the tent will have a direct view of the auction with the ability to bid. A closed-circuit television system will ensure everyone has a clear view of the auction.

The auction begins Saturday, September 17, at 10 a.m. and Sunday, September 18, at noon. Bidding is expected to conclude each day at approximately 5 p.m.

A preview of all auction items will be held at the museum September 10–16, 2011, from 10 a.m. to 4 p.m. each day. Questions about auction items can be submitted beginning September 7 at info@schmidtmuseum.com.



This Tiffany bottle from the 1920s stands 35-inches tall.

MGM Photography

The catalog, which will itself be a collector's item, will be ready to ship the week of August 8, at a cost of \$45, which includes shipping to all 48 contiguous U.S. states.

The event will be run by Richard Opfer Auctioneering, considered the foremost authority on auctioning collectibles, antiques and toys.

"The first auction will have a wide variety of items of different values," says Schmidt. "Everyone from the serious collector to the curiosity seeker will be able to enjoy the auction and bid on items."

In April, the Schmidt Museum of Coca-Cola Memorabilia announced that it plans to sell its entire collection amassed over the past 40 years, primarily by Bill and Jan Schmidt. "We're trying to accomplish many things," says their son, Larry. "My parents spent a good portion of their life collecting these amazing pieces. Coca-Cola is an iconic brand and part of American history. It's time to let others have the opportunity to own and share these treasures in a way that funds charitable organizations."

This will be the only auction this year. Others will likely take place over several years as the Schmidt Museum divests its collection.

The Schmidt family was among the first Coca-Cola bottlers in the country when it opened a plant in 1901 in Louisville, Ky.

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