



Live Olympic

IMMEDIATE RELEASE

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COCA-COLA INVITES THE WORLD TO “LIVE OLYMPIC”

AS TORINO 2006 OLYMPIC WINTER GAMES

UNFOLD IN ITALY

TORINO, Italy, February 2006 – The new “live Olympic” spirit that has been igniting around the world comes into full glow as the Torino 2006 Olympic Winter Games take center stage in Italy, Feb. 10 through Feb. 26.

“Live Olympic,” the recently introduced marketing platform for the long-time Coca-Cola association with the Olympic Movement, draws from the simple proposition: “What if the Olympic Spirit came around every two seconds, instead of every two years?” Much as the Olympic Games bring out the best in athletic achievement, “live Olympic” suggests that each moment in our daily lives presents a new opportunity to bring out the best in the human spirit, to make our world just a little bit better.

“The platform already is demonstrating its power to positively influence everyday life, through the inspired consumer programs for Torino 2006 that have been launched by Coca-Cola in Italy and various other countries,” said Marc Mathieu, Senior Marketing Vice President, Core Global Brands, The Coca-Cola Company. “The ‘live Olympic’ concept draws on the sense of optimism and happiness that we all have inside, to stimulate new, human connections and encourage people to live out their aspirations.”

The “live Olympic” activities from Coca-Cola around the Torino 2006 Olympic Winter Games come with a specially designed visual identity, new advertising, commemorative product packaging, and other local elements that invite fans to take a fresh look at life’s routines from this new point of view.

The systemwide range of Coca-Cola programs for Torino 2006 includes:

- A new “Ice Dance” television commercial – running in several countries – showing how a “live Olympic” attitude can positively transform everyday life.





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- Presentation of the Olympic Torch Relay-Torino 2006 throughout Italy and neighboring countries – the fifth time since 1996 that Coca-Cola has been title sponsor of the main event leading up to the Games.
- A variety of promotions and community programs from Coca-Cola Italy that have built nationwide excitement throughout the countdown to Torino 2006. During the Games, the Company's host country team delivers a fully integrated "live Olympic" campaign that includes customized advertising and outdoor messaging; a specially created anthem; and (in Torino's Piazza Solferino) Olympic pin trading, historical exhibits and several fan entertainment elements from the pre-Games Olympic Torch Relay celebrations. Throughout the Torino area, mobile "Coca-Cola Cruisers" will provide spectators free beverage samples, while the Coca-Cola Polar Bear and Coca-Cola ambassadors will instantaneously reward "random acts of kindness."
- Along with chances to receive Torino 2006 collectibles and win trips to the event in Italy, consumers in various countries have been drawn into the "live Olympic" spirit through a variety of local programs, including unique opportunities in Canada to win trips to cities around the world that have hosted the Olympic Winter Games; an Internet-based "Win Your Olympic Dream" promotion in Austria; a fund-raising drive for the Swedish Youth Olympic Team; a "virtual cheers" mobile phone contest in Belarus and Russia; GEORGIA coffee "Cheer-on Cans" starring three Olympic heroes in Japan; special torchbearer selection programs in Switzerland, Austria and Russia; and a major "Drink. Watch. Cheer. Win." promotion in the United States featuring four Olympians and one Paralympian. In addition to the global "Ice Dance" TV spot, some countries, including Russia and the United States, have launched companion national advertising.
- "The Coca-Cola Award: Live Olympic," recognizing individuals from around the world who express the ideals of the Olympic Games in their everyday lives. The honorees introduced each evening in Piazza Solferino will be presented original creations by renowned Italian artist Renato Missaglia.
- College-level participants in the Coca-Cola "Torino Conversations" International Student Journalist Program, featuring their Torino 2006 experiences and interviews in weblog stories at www.torinoconversations.coca-cola.com.

More than 200 people from at least 20 countries have been recruited as part of a special Coca-Cola activation team in Italy focused on refreshing spectators, athletes, officials, volunteers, the media, etc., and bringing the "live Olympic" spirit to the venues and popular public gathering locations for Torino 2006.





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Official Products

Coca-Cola and Coca-Cola Light are the Official Soft Drinks of the Torino 2006 Olympic Winter Games. Powerade is the Official Sports Drink, Nestea Lemon is the Official Ice Tea, Minute Maid is the Official Fruit Juice, and Bonaqua is the Official Bottled Water. In addition, the range of beverages from The Coca-Cola Company available at event and hospitality venues in the Torino region during the 2006 Olympic Winter Games includes Sprite, Fanta Free and Minute Maid Fruit Coolers.

Coca-Cola and IOC Partnership Renewal

In August 2005, The Coca-Cola Company and the International Olympic Committee announced the renewal of their historic partnership for an unprecedented 12 years, from 2009 through 2020. With the new pact, Coca-Cola support of the Olympic Movement extends from Torino 2006 and the Beijing 2008 Olympic Games through the Vancouver 2010 Olympic Winter Games, the London 2012 Olympic Games, and the Olympic Games of 2014, 2016, 2018 and 2020.

The Coca-Cola Company is the world's largest beverage company. Along with Coca-Cola, recognized as the world's most-valuable brand, the Company markets four of the world's top five soft drink brands, including Diet Coke, Fanta and Sprite, and a wide range of other beverages, including diet and light soft drinks, waters, juices and juice drinks, teas, coffees and sports drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate exceeding 1 billion servings each day. For more information about The Coca-Cola Company, please visit the Web site www.coca-cola.com.

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