



IMMEDIATE RELEASE

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“COCA-COLA AWARD: LIVE OLYMPIC” PRESENTED IN TORINO

**Gianni Merlo, Veteran Italian Journalist,
Honored with Eighth Award in Series**

Original Renato Missaglia Art Piece to Recipient

TORINO, Italy, February 16, 2006 – The Coca-Cola Company today presented Gianni Merlo, a veteran sportswriter, editor and president of the International Association of Sports Journalists, with the “Coca-Cola Award: Live Olympic.” The award was presented by Philipp Bodzenta, director, Global Marketing Communications, The Coca-Cola Company.

The “Coca-Cola Award: Live Olympic” salutes individuals who reflect the ideals of the Olympic Games in their everyday lives. Coca-Cola is recognizing new recipients daily during the Torino 2006 Olympic Winter Games. Award ceremonies take place inside the Coca-Cola Lounge at the city’s Piazza Solferino sponsor village.

“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.

In presenting the award, Mr. Bodzenta cited the role Mr. Merlo has played in fan passion for sport. “Gianni, sport cannot exist in a vacuum. Without insightful coverage, there is no context. Without journalistic accounts, there is no objective record for historians. Without knowledgeable writers delving into our favorite sports, what would we read with our morning coffee...?”

“Through your devotion to sport well told, you excite, inform and delight millions of readers and you connect us to our passions,” Mr. Bodzenta continued. “For your daily service to your readers and your invaluable contributions to sports journalism, we are very pleased to present you with the Coca-Cola Award: Live Olympic.”

Mr. Merlo joins a list of award recipients that includes, among others, inspirational family members and coaches of Olympians, organizers of sports

training and education for youth, and individuals who have tirelessly supported national teams and athletes.

Each “Coca-Cola Award: Live Olympic” presented during Torino 2006 is an original work of airbrushed acrylic commissioned by Coca-Cola from renowned Italian artist Renato Missaglia.

A native of Brescia, Italy, Missaglia has participated in numerous joint exhibitions and held several personal shows both in Italy and abroad, including a showing at the Louvre in Paris. Missaglia’s works also are found among numerous public and private collections, including the modern art collection at the Gulbenkian Foundation in Lisbon, Portugal. He now lives near Brescia in Gussago, Italy.

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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NOTE TO MEDIA:

The daily presentations in Torino of the “Coca-Cola Award: Live Olympic” take place in the Coca-Cola Press Lounge (at Piazza Solferino) at 6:00 p.m. through February 25. Announcements of the award, along with images of the presentations, can be found online at www.coca-cola.com.

**Now Blogging from Italy: “Torino Conversations”
With International Journalism Students**

View commentary from college journalism students and graduates – and their readers – about the colorful scene at the XX Olympic Winter Games-Torino 2006, on the Weblog torinoconversations.coca-cola.com.