



IMMEDIATE RELEASE

Contact: Philipp Bodzenta
The Coca-Cola Company
+1 404 676-2683
pressinquiries@na.ko.com

RUSSIAN SKATING LEGENDS LOBACHEVA AND AVERBUKH HONORED

WITH "COCA-COLA AWARD: LIVE OLYMPIC" IN TORINO

**Austrian Singer-Entertainer Verena Presents
Ninth Award in Series during Torino 2006**

Original Renato Missaglia Art Piece to Recipients

TORINO, Italy, February 17, 2006 – The Coca-Cola Company today presented Russian ice-dancing legends Iliya Averbukh and Irina Lobacheva with the "Coca-Cola Award: Live Olympic." The award to the husband-and-wife team was presented on behalf of the Company by Austrian singer and entertainer Verena.

Lobacheva and Averbukh, silver medalists at the Salt Lake 2002 Olympic Winter Games, now operate one of the most-respected youth sports academies in their country.

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, Verena – who recently released the hit single, "Live Olympic," for Universal Music Austria GmbH – cited the couple's work in bringing active lifestyles to Russian youth through their Moscow-based skating academy.

"Iliya and Irina, your dedication is legendary and your success grand," Verena said. "You skate Olympic, you coach Olympic and you live Olympic. For your long-standing devotion to sport, to healthy and active youth, and to the future of figure skating, I am pleased to present, on behalf of The Coca-Cola Company, the Coca-Cola Award: Live Olympic."

Lobacheva and Averbukh join 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**

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