



IMMEDIATE RELEASE

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CHINESE COACH SUN HAI PING HONORED

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

***Coca-Cola Presents Thirteenth Award in Series;
Original Renato Missaglia Art Piece to Recipients***

TORINO, Italy, February 21, 2006 – The Coca-Cola Company today presented Sun Hai Ping, head coach of the Chinese National Track Team, with the "Coca-Cola Award: Live Olympic." The award was presented by Paul Etchells, president, Coca-Cola (China) Beverages Ltd.

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.

Coach Sun Hai Pin has been at the helm of the Chinese National Track Team since August 2003. Under his impressive leadership, his athletes have compiled 18 domestic championships, eight international championships and – a first in Chinese track history – an Olympic Games gold medal in the 110-meter hurdles, won by Liu Xiang at the Athens 2004 Games.

Sun, now beloved across China for his work with the national team, is a role model for athletes and coaches. After earning a bonus for his team's performance in Athens, he donated the funds to Project Hope and the China Youth Development Foundation. Both organizations encourage youngsters not only to dream, but also to achieve their dreams. Together with his star student, Liu Xiang, they have donated about 2 million RMB (approximately US\$250,000) to those charities.

In presenting the award, Mr. Etchells said, "Coach Sun, your accomplishments with the Chinese National Track Team have been noted worldwide. Your quest to take hurdling to the next level has paid unparalleled dividends. You have climbed to the pinnacle of your profession and, in doing so, have also reached out to the youth of your country. For your inspiration to China's athletes and your generosity of knowledge, spirit and treasure, we are pleased to present you with the Coca-Cola Award: Live Olympic.

Sun Hai Ping 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 and the Olympic Movement.

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.

“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 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 (the ceremony on Feb. 23 begins at 5:30 p.m.). 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.