



IMMEDIATE RELEASE

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“COCA-COLA AWARD: LIVE OLYMPIC” PRESENTED

TO AMERICAN JOHNNY FLOWERS IN TORINO

**Husband of 2002 Bobsleigh Gold Medalist Vonetta Flowers
Honored for His Inspirational Role**

Original Renato Missaglia Art Piece to Recipient

TORINO, Italy, February 22, 2006 – The Coca-Cola Company today presented Johnny Flowers, husband and inspiration to 2002 Olympic Gold Medalist Vonetta Flowers, with the “Coca-Cola Award: Live Olympic.” The award was presented by John Egan, group director, Sports Marketing, Coca-Cola North America.

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.

Johnny Flowers played a pivotal role in his wife’s success as an Olympian. After a disappointing performance at the U.S. track and field trials for the Sydney 2000 Olympic Games, Vonetta Flowers planned to retire from athletics and start a family with her husband. But shortly after the meet, Johnny Flowers, an athlete in his own right, spotted a flier urging track and field competitors to try out for the U.S. bobsleigh team. So he did.

Vonetta, still dealing with the disappointment of missing out on Sydney, was reluctant, but Johnny persisted and Vonetta finally agreed to accompany him as he tried out for bobsleigh. But after Johnny pulled a hamstring, Vonetta lived out the couple’s dream by trying out for the women’s team.

A few months later, at the Salt Lake 2002 Olympic Winter Games, Vonetta Flowers and partner Jill Bakken raced into history by winning the gold medal in the inaugural women’s bobsleigh event. It was the first medal for a U.S. bobsleigh team in 46 years, and Vonetta became the first Olympian of African descent to win a medal in the Olympic Winter Games.

“Johnny, it’s possible that the only thing greater than winning Olympic gold is inspiring someone else to do so,” said Mr. Egan in his presentation remarks Wednesday. “Your optimism, your encouragement, your willingness to take a risk,

and your ability to put someone else first, tell us that you live Olympic. For these reasons and your unfailing confidence in Vonetta and your passion for the Games, it is our privilege to present you this award.”

Johnny Flowers 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.