



Live Olympic

BACKGROUND

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

**“IF LIFE WERE AN OLYMPIC EVENT,
WOULD YOU QUALIFY?”**

**“Live Olympic” Platform for Coca-Cola Heralds New Wave
Of Optimism and Happiness in Everyday Life**

***Inspiring People to Live the Olympic Spirit Every Two Seconds,
Instead of Every Two Years***

TORINO, Italy, February 2006 – Much of the new “live Olympic” long-term marketing platform for Coca-Cola draws from a simple, yet potentially world-changing proposition: “What if the Olympic Spirit came around every two seconds, instead of every two years?”

Or, put another way, “If life were an Olympic event, would you qualify?” “Live Olympic” sees our slices of everyday life as anything but insignificant or mundane. 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 brand platform asks audiences to consider the Olympic Games as a perpetual state of mind that unifies us all and never goes into hibernation – to behold the present with a renewed sense of optimism and happiness that is grounded in the belief we are all fundamentally good and that even the little things we do for others can make a world of difference.

“We have always viewed Coca-Cola as an ambassador of happiness and optimism, in good times and in bad,” says Marc Mathieu, Senior Marketing Vice President, Core Global Brands, The Coca-Cola Company. “People reach for Coca-Cola for more than its perfect, ice-cold refreshment – simply touching that familiar bottle can evoke a feeling of security and contentment that all is right with the world, no matter how unknown or uneasy the rest of the surroundings. The symbol of a Coke, like no other icon, can evoke rays of hope that unify individuals who otherwise may have nothing in common.

“That is why it makes so much sense to also incorporate our Olympic partnership and its global reach into the messages of optimism and happiness that are manifest in the Coca-Cola brand. In today’s society, ‘live Olympic’ takes a forthright approach to overcoming divides – including feelings of isolation and separation – through human connections inspired by the Olympic Spirit. It can nurture deeper understandings on a one-to-one level and also help create new bonds among different cultures or persuasions.”



Live Olympic

Such sanguinity is expressed beyond the appreciation of a world momentarily united when the Olympic Games unfold twice each quadrennium, or the togetherness of sharing a two-week experience of the Games with friends. "Live Olympic" points even more explicitly toward the potential multiplicity of meaningful connections that can be made on a year-round, day-to-day basis, through random acts of kindness and other strokes of "personal activism" that make us human and provide a fulfilling sense of purpose.

"By inspiring the consumer to always live the Olympic Spirit, the 'live Olympic' platform transports the optimism of the Olympic Games to everyday life, reminding people that each of them has something unique to offer the world, and inviting them to consciously connect with their hopes, dreams and aspirations," says Mr. Mathieu.

"Just as Olympism is part of our culture, 'live Olympic' embodies the belief by Coca-Cola that anything is possible, and that the world can be made a better place by virtue of the small, personal decisions and actions of the individual. It also reaffirms our common, human values and our desires to open up and reach out to each other in an authentic, active and even playful way."

In Italy, for example, Coca-Cola has launched this new wave of optimism and happiness by inviting the public to "get caught Living Olympic" through simple, spontaneous good deeds, such as holding a door open for someone, helping the elderly cross the street, carrying another's groceries, shoveling snow for a neighbor, or giving up your bus seat to a stranger.

Residents in the host city of the Torino 2006 Olympic Winter Games also are being exposed to flights of "live Olympic" fancy and its vision of everyday Olympic Spirit through outdoor Coca-Cola messages such as, "If Life were an Olympic event, would you win a medal," "Torino on your marks, get set, smile," "Free hugging on ice," and "Combined kissing and smiling."

Before the Games even commence, Coca-Cola is encouraging Italians to "Practice your cheering, the Olympic Torch Relay is coming to your town." The Olympic Torch Relay – Torino 2006 takes place from Dec. 8, 2005, through the Opening Ceremony Feb. 10, 2006. The Olympic Flame will travel during that time throughout the regions and provinces of Italy and also into parts of France, Switzerland, Austria and Slovenia.

The integrated, "live Olympic" marketing platform for Coca-Cola around the Torino 2006 Olympic Winter Games includes a specially designed visual identity, new advertising, commemorative product packaging, and other local promotional activity at the retail level.

Among countries initially implementing "live Olympic" programs in support of brand Coca-Cola are Albania, Austria, Belarus, Canada, Finland, Japan, Romania, Russia, Sweden, Switzerland, and the United States, along with Olympic Winter Games host country Italy.

Coca-Cola and Coca-Cola Light are the Official Soft Drinks of the Torino 2006 Olympic Winter Games. Coca-Cola is also a Proud Presenter of the Olympic Torch Relay – Torino 2006.





Live Olympic

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.

This latest renewal of the most-enduring partnership in the history of the Olympic Games begins in 2009 and lengthens the role of Coca-Cola as Official Soft Drink of the Olympic Games through 2020. The deal also effectively extends the partnership of Coca-Cola and the Olympic Movement – a relationship that began in 1928 – to 92 years without interruption.

With the new, 12-year 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.

As the longest-continuous corporate supporter of the Olympic Movement, The Coca-Cola Company has helped fulfill the Olympic dreams of thousands of athletes worldwide, through its involvement since 1928 with the Olympic Games. The Company works closely with National Olympic Committees around the world to assist athletes in training, and more than 90 percent of the Coca-Cola system's sponsorship support of the Olympic Games goes to help athletes train and compete, as well as to help stage the Games.

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.

###

