



IMMEDIATE RELEASE

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

**Yuki Ohno and Pirmin Zurbriggen Honored
For Service to Sport
As Coca-Cola Presents
Fifteenth and Sixteenth Awards in Series**

Original Renato Missaglia Art Piece to Recipients

TORINO, Italy, February 23, 2006 – The Coca-Cola Company today presented Yuki Ohno, father and inspiration to U.S. Olympian Apolo Anton Ohno, and Swiss skiing legend and 1988 Olympic Winter Games gold medalist Pirmin Zurbriggen with the “Coca-Cola Award: Live Olympic.”

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.

Yuki Ohno played a pivotal role in his son’s rise as an Olympian. In fact, when asked whom his inspiration was, Apolo identified his father, who steered the younger Ohno to short track speed skating and urged his further development.

Mr. Ohno received his award Thursday evening from Dina Gerson, senior marketing manager, Olympics, The Coca-Cola Company. The citation for the award reads: “Yuki, your hopes and dreams for your son, your recognition of his underlying potential, and your passion have helped make sports history. Through your personal sacrifices for Apolo’s career, and by guiding him toward his strengths, you live Olympic, and we are delighted to recognize you here tonight.”

Mr. Zurbiggen, the four-time World Cup champion who won both a gold medal and a bronze medal at the Calgary 1988 Olympic Winter Games, was honored not only for his success on the slopes, but also for his charitable efforts. He retired from competitive sports in 1990 and in recent years has taken a keen interest in supporting youth skiing in his homeland. He is now the president of Ski Valais, which educates, encourages and trains up-and-coming skiers from Switzerland. The “School & Sport” concept allows young athletes to pursue the most active of lifestyles, while continuing a first-rate education. The guiding principle of Ski Valais is, “The future of skiing is in our hands.”

The citation for Mr. Zurbriggen reads in part: "Pirmin, you represent the best Switzerland has to offer. Your competitive record is eclipsed only by your overriding sense of family and your commitment to the complete development of Swiss youth. For your heroic work on and off the slopes, we are pleased and proud to present you with this award." The award was presented to Mr. Zurbriggen by Philipp Bodzenta, director, Global Marketing Communications, The Coca-Cola Company.

Yuki Ohno and Pirmin Zurbriggen 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 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. Announcements of the award, along with images of the presentations, can be found online at www.coca-cola.com.