



IMMEDIATE RELEASE

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HEINRICH BERGMUELLER HONORED IN TORINO

WITH "COCA-COLA AWARD: LIVE OLYMPIC"

**Coca-Cola Presents 17th Award in Series during Torino 2006;
Final Ceremony Feb. 25 at Piazza Solferino**

Original Renato Missaglia Art Pieces to Recipients

TORINO, Italy, February 24, 2006 – The Coca-Cola Company today presented Austria's Heinrich Bergmueller, famed trainer to some of Austria's most-prominent athletes, 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 has been recognizing new recipients daily during the Torino 2006 Olympic Winter Games. The final award ceremony here takes place February 25 inside the Coca-Cola Lounge at the city's Piazza Solferino sponsor village.

Mr. Bergmueller is best known for training Austria's Hermann Maier to two gold medals at the Nagano 1998 Olympic Winter Games and then rehabilitating the skiing star after Maier sustained serious injuries in a 2002 motorcycle accident. Maier went on to win a 2005 world championship and this month captured both a silver medal and a bronze medal at the XX Olympic Winter Games in Italy.

Mr. Bergmueller's genius is not reserved for the sports elite. He has authored several best-selling books on conditioning and performance. Athletes and trainers from around the world visit the Obertauern Olympic Training Facility in Austria to study his techniques and listen to his strong no-doping policy.

In fact, Mr. Bergmueller is beginning to implement his techniques well beyond the traditional confines of athletics. After learning that certain types of conditioning can improve not just physical performance, but also mental execution, "Heini" created a conditioning program specifically for children with learning disabilities.

In presenting Friday evening's award, Philipp Bodzenta, of The Coca-Cola Company, said, "Heini, you have done immeasurable good not only for sport, but for your countrymen and for many people around the world. You have a unique understanding of human physiology, and your ability to inspire, lead and drive athletes to their personal best is unrivalled. For your willingness to counter prevailing wisdom, your ability to take the best and make them better, your strong stance against doping and your enormous contributions to the science of human

performance and ski sport, we are pleased and proud to present you with this award.”

Mr. Bergmueller 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 final presentation in Torino of the “Coca-Cola Award: Live Olympic” takes place Saturday, February 25, in the Coca-Cola Press Lounge (at Piazza Solferino) at 6:00 p.m. Highlights from all awards presented throughout the Torino 2006 Olympic Winter Games can be found online at www.coca-cola.com.