



Live Olympic

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THE COCA-COLA COMPANY

AND THE TORINO 2006 OLYMPIC WINTER GAMES

Refreshment Facts

As the Olympic Movement's longest continuous corporate supporter, The Coca-Cola Company is a Worldwide Olympic Partner and proud to be the Official Nonalcoholic Beverages Sponsor of the Torino 2006 Olympic Winter Games (Feb. 10-26, 2006).

Official Designations

- Coca-Cola and Coca-Cola Light are the Official Soft Drinks of the Torino 2006 Olympic Winter Games.
- Powerade is the Official Sports Drink of the Torino 2006 Olympic Winter Games.
- Nestea Lemon is the Official Ice Tea of the Torino 2006 Olympic Winter Games.
- Minute Maid is the Official Fruit Juice of the Torino 2006 Olympic Winter Games.
- Bonaqua is the Official Bottled Water of the Torino 2006 Olympic Winter Games.
- In addition to the above products, the range of beverages from The Coca-Cola Company available at event and hospitality venues in the Torino region during the 2006 Olympic Winter Games includes Sprite, Fanta Free and Minute Maid Fruit Coolers.
- Coca-Cola is serving for the fifth time since 1996 as a Presenting Sponsor of the Olympic Torch Relay (Dec. 8, 2005, through Feb. 10, 2006).

Torino 2006 Logistics

- During the Torino 2006 Olympic Winter Games, approximately 3.5 million servings of beverage products of The Coca-Cola Company will be provided through more than 35 Olympic sites – sports venues, non-competition venues, hotels, the airport, some parking lots and selected mountaintop locations.





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- More than 1,000 pieces of cold drink equipment and more than 30 delivery vehicles have been mobilized by Coca-Cola and its bottling partner CCHBC for the Torino 2006 Olympic Winter Games.
- More than 200 people from 20 countries are part of the Coca-Cola team focused on refreshing spectators, athletes, officials, volunteers, the media, etc., and bringing the “live Olympic” spirit to the venues of Torino 2006.

Olympic Torch Relay-Torino 2006 Presented by Coca-Cola

- For the Olympic Torch Relay-Torino 2006, Coca-Cola Italy and its bottling partners developed local selection programs to help identify some of the more-than 10,000 torchbearers who have been carrying the Olympic Flame throughout the regions and provinces of Italy and also into parts of France, Switzerland, Austria and Slovenia.
 - As part of its Active Living initiative, Coca-Cola in Italy promoted *Scuole in Movimento* (“Schools in Motion”) – in partnership with the Torino Organising Committee (TOROC), the Ministry of Education and the Italian National Olympic Committee (CONI) – to select 412 student torchbearers from local communities around the country.
 - In addition, a “Local Hero” project promoted by Coca-Cola and its Italian bottlers was created to bring the Olympic Winter Games closer to local communities. Through this program, another 150 torchbearers were selected via 25 local media partnerships in a corresponding number of cities.
- In the second half of 2005, a dedicated Coca-Cola road show brought the spirit of the Olympic Torch Relay and the Olympic Winter Games to major Italian cities. During the Relay, Coca-Cola helped communities celebrate the Flame’s local arrival and the return of the Games to Italy all along the nationwide route.

System Activities

Under the new “live Olympic” platform for Coca-Cola, a variety of marketing activities have been rolled out by The Coca-Cola Company both globally and in selected countries around the world.

- “Ice Dance” – A new television commercial showing how a “live Olympic” attitude can positively transform everyday life, with the help of a little inspirational background music from a Coca-Cola delivery truck. The spot is running in several countries.





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- Italy – Coca-Cola in the host country kicked off the Torino 2006 campaign with its presentation of the Olympic Torch Relay-Torino 2006 and companion “Torch Exhibition Tour” interactive road show, a local “Get Caught Living Olympic” campaign for Italians and an array of holiday period activity that featured commemorative talking cans, the Coca-Cola Polar Bear, a Fiat Panda 4x4 automobile promotion, and chances to win trips to the 2006 Games.

During Torino 2006, Coca-Cola Italy (www.coca-cola.it) is taking the pre-Games enthusiasm throughout the country to new heights. The fully integrated “live Olympic” programming – designed to inspire people to bring the Olympic Spirit into their everyday lives – includes new advertising; outdoor poster and pictogram placements; an anthem performed by artist Helena Hellwig; and – in Torino’s centrally located Piazza Solferino – the Official Olympic Pin Trading Center, a historical exhibit of the role of Coca-Cola with the Olympic Games, and several entertainment elements from the Olympic Torch Relay celebrations, including sports simulators, video game and photo kiosks, a customized, postcard e-mail booth, and commemorative products. Mobile “Coca-Cola Cruisers” will be offering spectators free samples of Coca-Cola products throughout the area, and the Coca-Cola Polar Bear and teams of Coca-Cola ambassadors will roam the streets and locations around the official venues, instantaneously rewarding “random acts of kindness” throughout the period of Games.

- Along with Olympic Winter Games host country Italy, divisions around the Coca-Cola system creating “live Olympic” programs for Torino 2006 include Albania, Austria, Belarus, Canada, Finland, Japan, Romania, Russia, Sweden, Switzerland, and the United States. (Please see “System Roundup” backgrounder.)
- “The Coca-Cola Award: Live Olympic” – This ceremony each evening of the Games in Torino recognizes individuals from around the world who live out the ideals of the Olympic Games in their everyday lives. The honorees, who will be introduced and honored at the Coca-Cola Press Lounge (in Piazza Solferino), each receive an original creation by renowned Italian artist Renato Missaglia.
- “Torino Conversations” International Student Journalist Program – Standout, university-level journalism students from Austria, Canada, China, Germany, Italy and the United States have been invited by The Coca-Cola Company to Torino to experience the Olympic Winter Games, conduct interviews and blog their accounts at www.torinoconversations.coca-cola.com.





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Fifty Years Ago....

Italy first hosted the Olympic Winter Games in 1956, when the Games were held in Cortina d'Ampezzo. It also marked the first time the event was televised and the last time the figure skating competitions were held outdoors. Four years later, during the 1960 Olympic Games in Rome, Italian bottlers of Coca-Cola showed their support by presenting thousands of athletes, officials, media and spectators with an original, 45-rpm recording of the favorite song of the day, "Arriverderci Roma."

Support for the Olympic Movement

For nearly 80 years, The Coca-Cola Company has been dedicated to bringing fans and athletes unique and memorable Olympic Games experiences through its partnership with the International Olympic Committee (IOC) and organizers of the Games of each Olympiad.

Coca-Cola has been continuously associated with the Olympic Games since 1928 – longer than any other corporate sponsor. Coca-Cola and other products of The Coca-Cola Company help refresh athletes, volunteers, officials, media and spectators during the Olympic Games.

The Coca-Cola Company also works closely with National Olympic Committees around the world, to assist athletes in training for the Olympic Games. Nearly 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 Olympic Games as we know them would not exist without sponsor support.

In addition, The Coca-Cola Company is also a major supporter of the Olympic Broadcast around the world, revenues from which are used in part by the IOC to fund the Olympic Solidarity program. The Solidarity Program, which provides financial support and training resources to nations by need, was created in 1983 and consists of nearly a dozen elements supported by sponsorship funds.

The IOC uses sponsor funding to operate other special assistance programs in conjunction with National Olympic Committees, the United Nations and other international organizations. Programs range from delivery of basic human services and sports infrastructure in war-torn countries, to academic programs for studying the Olympic Movement, to the staging of world-class athletic events.

Coca-Cola and IOC Partnership Renewal

On Aug. 1, 2005, The Coca-Cola Company and the International Olympic Committee announced the renewal of their historic partnership for an unprecedented 12 years.





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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 a Worldwide Olympic Partner, The Coca-Cola Company receives exclusive global marketing rights in the nonalcoholic beverages category and use of the Olympic symbols and mascots in advertising and promotional activity.

The Coca-Cola Company

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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