



IMMEDIATE RELEASE

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

**TOROC Pioneer Giovanna Locci Honored
As Coca-Cola Chairman Presents First
In Award Series During Torino 2006**

***Original Renato Missaglia Artworks to Recipients
Of “Coca-Cola Award: Live Olympic”***

TORINO, Italy, February 10, 2006 – E. Neville Isdell, chairman and chief executive officer, The Coca-Cola Company, today presented Italy’s Giovanna Locci – the very first employee of the Torino Organising Committee (TOROC) – with the inaugural “Coca-Cola Award: Live Olympic.”

The award recognizes individuals who reflect the ideals of the Olympic Games in their everyday lives. Coca-Cola will introduce new award recipients daily during the Torino 2006 Olympic Winter Games. Ceremonies take place inside the Coca-Cola Lounge at the city’s Piazza Solferino.

In presenting the first award, Mr. Isdell praised Ms. Locci’s pioneering spirit in becoming the first employee of Italy’s Organising Committee for the XX Olympic Winter Games, as well as her effective management of the Olympic Torch Relay-Torino 2006, which concludes with the lighting of the Olympic Cauldron at tonight’s Opening Ceremony for the Games.

“Giovanna, your eagerness to join TOROC in its earliest days, and your cheerful devotion to spreading the Olympic Spirit through the journey of the Olympic Flame, set a remarkable standard,” said Mr. Isdell. “By following your example, people all over the world can truly ‘live Olympic.’”

“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.

Symbolizing that spirit, Ms. Locci is the first of several unsung heroes who will be honored here for behind-the-scenes contributions that have propelled others to success. The list of award recipients 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.

Each "Coca-Cola Award: Live Olympic" presented during the next two weeks 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 included 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.

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 also can be found online at www.coca-cola.com.

***Now Blogging from Italy: "Torino Conversations"
With International Journalism Students***

Read commentary from college journalism students and graduates about this event and the colorful scene at the XX Olympic Winter Games-Torino 2006 at the Weblog www.torinoconversations.coca-cola.com.