



IMMEDIATE RELEASE

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LEADERS OF PARALYMPIC MOVEMENT HONORED

WITH "COCA-COLA AWARD: LIVE OLYMPIC" IN TORINO

***"Unsung Heroes" Saluted during Torino 2006;
Recipients of Original Renato Missaglia Artworks***

TORINO, Italy, February 11, 2006 – The Coca-Cola Company today presented Italy's Tiziana Nasi, general manager of the Organizing Committee for the IX Paralympic Winter Games, and Olympian Piero Rebaudengo, now the sport and marketing director for the Torino 2006 Olympic and Paralympic Winter Games, with "The Coca-Cola Award: Live Olympic."

The award presentations to Ms. Nasi and Mr. Rebaudengo were made by three-time Paralympic Games tennis medalist Kai Schrameyer, who also is a member of the Coca-Cola project team in Italy for the Torino 2006 Olympic and Paralympic Winter Games.

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. Ceremonies take place inside the Coca-Cola Lounge at the city's Piazza Solferino.

"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.

Mr. Rebaudengo, an Italian bronze medalist in volleyball at the Los Angeles 1984 Olympic Games, and Ms. Nasi join the list of unsung heroes who are being 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 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 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.