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The Coca-Cola Company Celebrates 80 Prolific Years with the Olympic Games

***Longest Continuous Corporate Partnership
Began in 1928, Extends through 2020***

ATLANTA, July 2008 – In various marriage traditions, one of the most-precious 80th anniversary gemstones is the ruby, signifying the passion that sustains a remarkably enduring relationship.

In many ways, passion also characterizes the intimate bond between Coca-Cola and the Olympic Games, a prolific, unreserved partnership that first took hold in 1928 and – eight decades later – continues to deepen and flourish with each passing Olympiad.

“We have always had a very strong belief in the Olympic spirit and in sharing the passion people all over the world have for the Olympic Games,” said Muhtar Kent, president and chief executive officer, The Coca-Cola Company. “We are convinced that our long-lasting partnership with the Games is a direct result of that passion. We think it has helped nurture the Olympic Games into the incomparable global movement it is today and also enhanced the growth and character of The Coca-Cola Company.”

Coca-Cola in 2008 celebrates its 80th year of continuous involvement with the Olympic Games, a ruby jubilee unmatched by any other corporate supporter.

The resilient relationship began with a freighter carrying the U.S. Olympic Team and 1,000 cases of Coca-Cola destined for the Amsterdam 1928 Olympic Games. Since then, The Coca-Cola Company has been fervently dedicated to refreshing athletes and fans and creating memorable Olympic Games experiences for its vast audiences, through alliances at the highest level with the International Olympic Committee (IOC), the organizers of the Games of each Olympiad, and National Olympic Committees around the planet.

As part of its global partnership with the IOC, Coca-Cola provides financial support to the more-than 200 National Olympic Committees, assisting their athletes in training for the Olympic Games. Approximately 90 percent of the support provided by Coca-Cola for the Olympic Games goes to the organizing committees for the actual staging of the event and to the NOCs to help train athletes and allow them to live their dreams by competing in the Games.

“Coca-Cola has long been a trusted friend and corporate partner of the Olympic Movement,” said Jacques Rogge, President of the IOC. “We are extremely grateful for the enduring commitment shown by Coca-Cola to the values of Olympism and its respect for the integrity of the Olympic Movement. It has played a key role in the growth

of the Olympic Games, through its tireless support of athletes and the staging of the Games around the world.

“The success of the Olympic Games today, and the ability of young athletes around the world to achieve their dreams, is due in no small measure to the enthusiasm, dedication and financial backing of our sponsors,” Rogge said. “In that regard, Coca-Cola has been setting the standard for the last 80 years.”

On August 1, 2005, The Coca-Cola Company and the International Olympic Committee announced the renewal of their historic partnership for an unprecedented 12 years. The deal lengthened the role of Coca-Cola as a Worldwide Olympic Partner from 2009 through 2020 – extending the extraordinary marriage to nearly a full century without interruption.

Under the agreement, global support by Coca-Cola continues from the conclusion of the Beijing 2008 Olympic Games through the Vancouver 2010 Olympic Winter Games, the London 2012 Olympic Games, the Sochi 2014 Olympic Winter Games, and the Olympic Games of 2016 (summer), 2018 (winter) and 2020 (summer).

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

Anniversary Album

The Coca-Cola Company has long supported and shared in the growth and evolution of the Olympic Games. The incredible journey from Amsterdam 1928 to Beijing 2008 is teeming with unique milestones and landmark programs, as well as a few intriguing connections. Included in the album of memories:

- J. Paul Austin, who competed with the U.S. Rowing Team at the Berlin 1936 Olympic Games, later served as president, then chief executive officer, and finally chairman of The Coca-Cola Company.
- Coca-Cola bottlers provided Oslo residents with their first look at a helicopter at the 1952 Olympic Winter Games in Norway.
- For the Tokyo 1964 Olympic Games, The Coca-Cola Company produced a popular Japanese-English phrase book that became a model for translation guides at subsequent Games.
- Coca-Cola Ltd., of Canada, purchased a horse and donated it to the Canadian Equestrian Team for the Montreal 1976 Olympic Games.
- Coca-Cola introduced the world’s first figure-skating robot as the star of a fund-raising tour in advance of the Lake Placid 1980 Olympic Winter Games.
- In 1987, Coca-Cola became the first sponsor of the Olympic Museum, which opened in 1993 in Lausanne, Switzerland.
- The Company broke new ground as an Olympic Partner by creating the “Coca-Cola World Chorus,” which performed at the Opening and Closing Ceremonies of the Calgary 1988 Olympic Winter Games.
- Barcelona 1992 and Lillehammer 1994 marked the first involvement by Coca-Cola with the hallowed Olympic Torch Relay. Since then, Coca-Cola has presented the Relay six times, including the first two round-the-world events (Athens 2004 and

Beijing 2008). Coca-Cola Canada already has agreed to be a Presenting Partner of the Vancouver 2010 Olympic Torch Relay.

- The Nagano 1998 Olympic Winter Games marked the first time The Coca-Cola Company served Olympic Games fans with both hot and cold ready-to-drink beverages.
- Among breakthrough environmental initiatives from Coca-Cola for the Olympic Games has been a prototype, 100-percent biodegradable cold drink cup, for Salt Lake 2002. At Beijing 2008, 100 percent of the coolers and vending machines provided by the Company to all official venues will feature an HFC-free natural refrigerant and proprietary technology that improves energy efficiency by up to 35 percent.

Certainly not to be overlooked is how Coca-Cola has taken the Olympic pin trading phenomenon to new heights as “the No. 1 spectator sport of the Olympic Games” and an official fixture at every Games since Calgary 1988.

Beyond the wildly popular Coca-Cola Official Olympic Pin Trading Centers, new interactive attractions and entertainment venues produced by Coca-Cola in recent years have been smash hits for spectators when not actually attending Olympic Games competitions. The attractions have included “Coca-Cola Olympic City” (Atlanta 1996), “Coca-Cola *On The Ice*” (Salt Lake 2002), “Coke O.N. Air” (Athens 2004) and “Coca-Cola Live Olympic” (Torino 2006).

During the Beijing 2008 Olympic Games, hundreds of thousands of fans are expected at the dynamic Coca-Cola “Shuang Experience Center,” near the new “Bird’s Nest” National Stadium and in the heart of the Olympic Green complex of sports venues in the host city.

The 4,000-square-meter Shuang Experience Center will provide visitors interactive attractions, including celebrations of China, the Olympic Torch Relay and the 80-year heritage of Coca-Cola with the Olympic Games, and a retrospective of corporate social responsibility initiatives by The Coca-Cola Company, especially programs focused on the environment. Also on display will be nearly three-dozen, two-meter-high folk art creations – representing all regions of mainland China, as well as Hong Kong, Macau and Taiwan – from a nationwide contour bottle design contest conducted by Coca-Cola China under the theme, “Show My Hometown to the World.”

Live Olympic on the Coke Side of Life

The global marketing platform, “Coke Side of Life,” has been integrated into communications for the Beijing 2008 Olympic Games through the theme of “Live Olympic on the Coke Side of Life.” The message is an invitation to live on the positive side of life and shares the values of inspiration and the belief that an individual can make a difference that also are embodied in the Olympic spirit.

Consumers can discover more historical details and fun facts surrounding the unparalleled, 80-year partnership of The Coca-Cola Company with the Olympic Games in the Heritage section of The Coca-Cola Company Web site:

http://www.thecoca-colacompany.com/heritage/pdf/Olympics_Partnership.pdf.

The Coca-Cola Company

The Coca-Cola Company is the world's largest beverage company, refreshing consumers with more than 450 sparkling and still brands. Along with Coca-Cola, recognized as the world's most-valuable brand, the Company's portfolio includes 12 other billion-dollar brands, including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid and Georgia Coffee. Globally, we are the No. 1 provider of sparkling beverages, juices and juice drinks and ready-to-drink teas and coffees. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate of 1.5 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that protect the environment, conserve resources and enhance the economic development of the communities where we operate. For more information about our Company, please visit our Web site at www.thecoca-colacompany.com.

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