

“ 可口 可乐 ”

## **Coca-Cola Sharing a Message of “Delicious Happiness” Around the World for Beijing 2008 Olympic Games**

***Chinese Characters for Coca-Cola Trademark Featured  
On Commemorative Bottles and Cans in More Than 150 Countries***

**ATLANTA, June 2008** – Just before the Beijing 2008 Olympic Games begin, Coca-Cola will be sharing its uniquely Chinese message of “Delicious Happiness” with people around the world, on commemorative bottles and cans in more than 150 countries.

In China, the “Delicious Happiness” expression for generations has been inextricably tied to the trademark for Coca-Cola, as printed in Chinese.

Apart from the Chinese population and others familiar with China’s official language of Mandarin, perhaps few people realize the Chinese characters that spell out the brand name “Coca-Cola” can be translated (or, technically, transliterated) to the words “Delicious Happiness.” The quirky history of the interpretation goes all the way back to the introduction of Coca-Cola on the Chinese mainland, in 1927 – coincidentally, also around the time The Coca-Cola Company was first becoming involved with the Olympic Games.

“Roughly 80 years later, as we celebrate the first Olympic Games in China, Coca-Cola is spreading around the world the sentiment of happiness that originates from its Chinese name, in a context especially meaningful for Beijing 2008,” said Kevin Tressler, director, Worldwide Sports and Entertainment Marketing, The Coca-Cola Company. “Making this commemorative, Chinese-language packaging for the Olympic Games available in so many countries at one time is unprecedented. It is the single largest commemorative packaging series ever undertaken by The Coca-Cola Company.”

The special labeling on the Beijing 2008 Olympic Games commemorative packaging features the Chinese characters used to phonetically pronounce “Coca-Cola”: 可口 可乐. The characters combine to form the trademark for Coca-Cola in mainland China.

Depending on the participating country, the special Chinese trademark graphics are being applied on cans, glass contour bottles, PET plastic bottles, or aluminum bottles of Coca-Cola. Along with the Chinese rendition of the trademark in the familiar Coca-Cola Spencerian script, the traditional spelling of Coca-Cola in the local language also will appear on the commemorative bottles or cans where they are sold.

In addition, the graphics feature the Olympic Rings, the date 08.08.08 – representing the start of the Beijing 2008 Olympic Games, on August 8 – and other imagery associated with the Coca-Cola sponsorship of the Games.

Local availability of the collectible packaging is expected to begin during the final weeks leading up to Beijing 2008 and to last through the end of the Games. The

commemorative items will be promoted locally through a variety of marketing activities in the scores of countries where the special packs are sold.

The specially marked bottles and cans will feature the additional, imprinted message: "In Mandarin, Coca-Cola means 'delicious happiness.'" In numerous countries, a second message, "In Mandarin, Coca-Cola is pronounced 'ke kou ke le,'" also will appear.

When Coca-Cola was first launched in China, in 1927 the trademark in English had to be represented in the characters of a completely different alphabet. Officials of The Coca-Cola Company in China selected four Chinese characters that, when combined, approximated the English sound of "Coca-Cola." The symbols were registered as the first trademark for the brand in a Chinese written language.

As the official Mandarin-language logo for Coca-Cola gained visibility, local citizens readily put together the first two Chinese characters in the logo to form an expression meaning "delicious" and combined the last two characters to illustrate the notion of "happiness." The name Coca-Cola throughout China became recognized as "delicious happiness."

Coca-Cola is a Worldwide Partner of the International Olympic Committee and a Sponsor of the Beijing 2008 Olympic Games. The "Delicious Happiness" commemorative packaging in countries around the world is among the latest components of "Live Olympic on the Coke Side of Life" integrated marketing programming for the Beijing 2008 Olympic Games. The campaign centers on the Olympic spirit of positivity in daily life.

### **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](http://www.thecoca-colacompany.com).

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