

Yao Ming and LeBron James Toast to Unity In Global Coca-Cola Commercial For Beijing 2008 Olympic Games

ATLANTA, July 14, 2008 – Olympians Yao Ming and LeBron James might play for different nations, speak separate languages and come from lands a great distance apart, but in a new commercial for Coca-Cola, their message of cultural acceptance, sharing and unity has a universal ring to it.

The basketball heroes from China and the United States star in a television commercial for Coca-Cola in conjunction with its sponsorship of the Beijing 2008 Olympic Games. The spot makes its debut this month.

With the largest meeting of cultures in the history of the Olympic Games about to take place in Beijing, the commercial unfolds around the athletes' competitive spirit and their cultural diversity. Coca-Cola then serves as the catalyst that unites them in celebration of each other's background. In this ode to cultural connection, the commercial's translated lyrics convey, "unity forms greater strength."

"The spot is all about showcasing cultures and bringing people together, with Yao Ming and LeBron James serving as ambassadors of unity," said Kevin Tressler, director, Worldwide Sports and Entertainment Marketing, The Coca-Cola Company. "These two Olympians illustrate how sharing a Coca-Cola connects people in a positive, inspiring way."

In the spot, animated versions of Yao and LeBron engage in a friendly "face-off," backed by two troupes of choreographed icons representing the players' respective cultures. The contest culminates as Yao and James simultaneously make their final moves, each planning to trump the other with one more, sure-fire icon. They both bring out a bottle of Coca-Cola. Yao's bottle displays the Coca-Cola trademark in Chinese characters, while James holds up a Coke with the logo in English script. The players trade smiles.

As part of the global "Coke Side of Life" campaign, the spot closes with the endline, "Unity on the Coke Side of Life."

"The message of unity is emphasized as the two sports idols find a common ground and come together over a Coca-Cola," Tressler said. "The scene also shows Coke as a universal icon that belongs to everyone."

Yao Ming's association with Coca-Cola began in July 2007, when Coca-Cola China unveiled its "Coca-Cola Olympic Games Star Team," a group of top Chinese Olympians who have since been featured in an array of Coca-Cola marketing programs in the host country for the 2008 Olympic Games.

LeBron James has been involved with The Coca-Cola Company since 2003 and has taken part in multiple activities for brands Sprite and Powerade.

Coca-Cola is a Worldwide Partner of the International Olympic Committee (IOC) and a Sponsor of the Beijing 2008 Olympic Games. The global marketing campaign, "Coke Side of Life," has been integrated into communications for the Olympic Games. 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 – values and philosophies also embodied in the Olympic spirit.

The Coca-Cola Company has been continuously associated with the Olympic Games since 1928 – longer than any other corporate supporter. The historic partnership of Coca-Cola and the IOC currently lasts through 2020.

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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