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**“I’m From Earth”:
Olympians and Paralympians Sport Message
Of Sustainability on Exclusive Coca-Cola Apparel
Made with Recycled Plastic Bottles**

***Coca-Cola Showcases Commitment to Environmental Stewardship
Through Beijing 2008 Olympic Games and Paralympic Games***

BEIJING, August 2008 – During August and September, one of the most-visible expressions of The Coca-Cola Company’s commitment to environmental stewardship will be the thousands of reminders worn by the world’s greatest athletes at the Beijing 2008 Olympic Games and Beijing 2008 Paralympic Games.

The Company is providing every 2008 Olympian and Paralympian arriving in Beijing with a unique item from its new line of “sustainable fashion”: Coca-Cola T-shirts or visors made from a blend of cotton and recycled polyethylene terephthalate (PET), the material widely used for plastic beverage bottles.

The innovative apparel items have been produced exclusively for the competitors and attending staff from all participating national teams: T-shirts for the approximately 15,000 athletes, coaches and other team officials participating in the Olympic Games August 8-24, and visors for the estimated 7,000 athletes and coaches who will take part in the Paralympic Games September 6-17.

The front of the T-shirts and bill of the visors are imprinted with the proclamation, “I’m from Earth.” The slogan signifies both the effort to conserve the planet’s resources and the message of unity as the world comes together for its greatest sporting spectacles.

The one-of-a-kind items being presented the athletes and officials are intended to demonstrate the high value of PET bottles and how they can be turned into desirable products. All Coca-Cola staff working at the Olympic Games also are being outfitted with apparel items – including shirts, lanyards and hats – made with recycled PET. The Coca-Cola Company is showcasing merchandise made with the recycled material to raise awareness about the many ways plastic beverage bottles can be reused.

The back of the commemorative T-shirts provided to this year's Olympians includes the silhouettes of five trademark Coca-Cola contour bottles – a “5 Inside” graphic symbol indicating the number of PET bottles recovered and incorporated into each finished T-shirt. The visors for the Paralympians sport one contour bottle silhouette, indicating part of one PET bottle was used to manufacture each piece of headwear.

With recycled PET items produced for roughly 22,000 athletes, coaches and other team officials participating in the Olympic Games and Paralympic Games, the reclamation effort kept more than 85,000 plastic bottles out of the waste stream. That figure jumps to more than 200,000 plastic bottles – weighing roughly 6 tons – reclaimed when the production of apparel for Coca-Cola staff is also considered.

In addition, the commitment by Coca-Cola to fabricate the special items using Chinese suppliers stimulated development of supplementary production capabilities utilizing recycled PET within China's manufacturing base.

Beyond those infrastructural enhancements, one very custom-made T-shirt order was filled, to fit China's 7-foot-6 (2.29-meter) Olympic basketball hero, Yao Ming.

The T-shirt back and visor band also feature the new “Live Positively” mantra created by Coca-Cola – a public manifestation of the Company's philosophical approach to building sustainable communities, through initiatives that protect the environment, conserve resources and enhance the economic development of the communities where it operates. The Live Positively concept grew from the recognition that sustainable growth for The Coca-Cola Company is integrally connected to both its business and its marketing success, as well as its societal role.

“Live Positively is our collective effort to redesign the way we work and live, the products we make and how we make them, and the impact we can have on the world, to make a positive difference,” explained David G. Brooks, general manager, 2008 Olympic Project Group, Coca-Cola (China) Beverages Ltd. “The Olympic Games have provided us exciting opportunities to help raise global awareness about the importance of environmental stewardship, while seeking to inspire action in all the communities we serve.

“Protecting the environment is an integral part of the mission, values and actions of The Coca-Cola Company,” Brooks added. “Our goal is simple: to give more than we take. Live Positively is our journey toward that goal.”

Engaging the Athletes at Village Green

Within the Olympic Village for the Beijing 2008 Olympic Games – at the inaugural Coca-Cola “Village Green Pin Trading Center” for athletes and officials – The Coca-Cola Company is inviting the Olympians to make a pledge to support “Team Earth” by recycling and to learn more about what they can do individually to contribute to sustainable communities.

The Company also is hosting a special “Environmental Champion Speaker Series” for the athletes that features noted environmental thought leaders, such as three-time Pulitzer Prize winner Thomas L. Friedman, a journalist with *The New York Times* and the author of the No. 1 best-seller, “The World Is Flat.” Also scheduled to address the Olympians are Russian biological scientist and TV host Nikolay Drozdov, global explorer and environmentalist Douglas Stoup, and officials from the global

conservation organization WWF, the Nature Conservancy, the Jane Goodall Institute, CARE, the Institute of Public & Environmental Affairs, the Beijing Organizing Committee for the Olympic Games (BOCOG), and the International Olympic Committee.

In addition to sustainability initiatives by The Coca-Cola Company, discussion topics for the speaker series at the Village Green Pin Trading Center include sustainability in the sports industry, sustainability of the London 2012 Olympic Games, climate, wildlife, environmental education and Arctic exploration.

The overall, environmentally themed exhibition for the athletes represents the latest in a long series of environmental programs by Coca-Cola for the Beijing 2008 Olympic Games. The journey in China has taken myriad forms during the multiyear buildup to the Olympic Games and Paralympic Games.

Water Stewardship

Water stewardship has been among the most intense and widespread areas of activity by Coca-Cola China during the extended countdown to the Olympic Games. For example, the Company partnered with BOCOG, the Beijing Youth League, the Beijing Young Pioneers and *The First* newspaper to kick off an environmental education campaign called "Save a Barrel of Water." The program encourages students to water flowers with recycled or saved freshwater and reinforces water conservation habits. By the end of 2008, the expanded project will have reached more than 800,000 individuals in 22 cities.

In March 2008, Coca-Cola helped launch a unique public-private partnership with the United Nations Development Programme, the Ministry of Water Resources and the Ministry of Commerce to support government efforts to improve water resource management and drinking water safety for communities throughout China. A special component of the program is a "Water and Sanitation for Schools" initiative. Phase I began in May, with pilot programs providing water access, hygiene education and improved sanitation (toilet and hand-washing facilities) in rural schools in the Xinjiang Autonomous Region.

During the Olympic Games, unique Coca-Cola "Drops of Hope" lapel pins offer fans an opportunity to support the "Water and Sanitation for Schools" initiative and help people receive clean drinking water. For each pin sold, a monetary amount of 5 RMB (approximately US 72 cents) is donated to the program.

Sustainable Packaging

Each product package The Coca-Cola Company designs is 100-percent recyclable, weighs less than it did a decade ago, and often contains recycled content. The Company envisions a world in which its packaging is no longer seen as a waste, but as a valuable resource for future use.

In the area of package recovery and reuse, Coca-Cola China has worked closely with BOCOG to understand the entire waste management process throughout the official Olympic venues, from serving to recycling facilities. Through a partnership with BOCOG and the Beijing Municipal Administration Commission, all PET bottles from the Beijing venues will be collected and recycled for valuable reuse at the INCOM Resource Recovery facility, a modern and efficient recycling operation.

Coca-Cola also is promoting recycling at the Beijing 2008 Olympic Games with signage on catering uniforms and beverage displays in all Olympic venues, plus recycling bins in all Coca-Cola operated venues.

Energy Management and Climate Protection

To support the Beijing government's efforts to improve air quality in the city, Coca-Cola is providing a "clean fleet" for the Olympic Games. All of the Company's delivery vehicles operating in Olympic venues will be electric or human powered.

Additionally, with the support of Greenpeace, the Company announced that 100 percent of the coolers and vending machines provided for the Beijing 2008 Olympic Games by Coca-Cola – more than 5,600 "eKOfresh" units – will feature an HFC-free natural refrigerant and proprietary technology that improves energy efficiency by up to 35 percent. (Hydrofluorocarbons, also known as HFCs, are greenhouse gases commonly used as refrigerants and as blowing agents in insulation foam.) This commitment alone will reduce greenhouse gas emissions by approximately 4,000 metric tons – the equivalent of taking more than 19,000 cars off the road for two weeks.

Olympic Torch Relay

To help underscore the message of environmental stewardship and recognize those who are dedicated to pursuing positive change, several "environmental champions" were selected by The Coca-Cola Company to join the ranks of torchbearers carrying the Olympic Flame in the worldwide Beijing 2008 Olympic Torch Relay.

Among the environmental champion torchbearers from China have been Wang Yongchen, a reporter for China National Radio and president of Green Earth Volunteers, one of China's oldest civic organizations; environmental scientist Liu Hong-Liang; and Chinese pop star and environmental protection advocate Wang Lee Hom, who has tirelessly participated in numerous special community events sponsored by Coca-Cola China during its host-country awareness campaign for the Beijing 2008 Olympic Games.

Other environmental champion torchbearers selected by Coca-Cola to participate in the initial 19-country, international segment of the global Olympic Torch Relay included Australia's Alby Wooler, known locally as "Mr. Landcare" for his volunteer environmental work; Yasmin Rashid, a founding member and chairperson of one of Pakistan's most-notable non-governmental organizations, the Pani Pakistan Foundation; biological scientist Nikolay Drozdov, the host of Russia's popular television program, "In the World of Animals"; Tanzania's Anna Tibaijuka, the Under-Secretary-General and Executive Director of the United Nations Programme on Human Settlements (UN-HABITAT); Filiz Demirayak, the director general of WWF-Turkey and a renowned professional in coastal management; and global explorer and environmental educator Douglas Stoup, from the United States.

China's Liu, along with Wooler, Rashid, Drozdov, Tibaijuka, Demirayak and Stoup, are the subjects of an "Environmental Champions" student documentary film commissioned by The Coca-Cola Company. The world premiere of the film, which profiles the personal stories and environmental achievements of the seven torchbearers, takes place August 13 (8:30 p.m.) at the Coca-Cola "Shuang Experience Center," within Beijing's Olympic Green complex of sports venues.

During the massive, three-month Olympic Torch Relay segment across China, Coca-Cola China also deployed indispensable “Green Teams” to local city celebrations of the arrival of the Olympic Flame. Consisting primarily of university students, the Coca-Cola Green Teams helped return the celebration sites to their original condition after the relay, encouraged others to be more conscientious of the area around them, and educated the public about the commitment by Coca-Cola to environmental stewardship.

More information and case studies of the environmental efforts of The Coca-Cola Company are available at www.environment.coca-cola.com.

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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Additional details and digital images relating to the Coca-Cola partnership with the Beijing 2008 Olympic Games are available at The Coca-Cola Company online press center:
www.thecoca-colacompany.com/presscenter/presskit_olympicgames2008_overview.html

Information about Coca-Cola China programs for the Beijing 2008 Olympic Games:
www.coca-cola.com.cn/shuangcity