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Coca-Cola “Shuang Experiences” Ready To Excite Fans at Beijing 2008 Olympic Games

BEIJING, August 2008 – As nationwide excitement for “08.08.08” and the opening of the Beijing 2008 Olympic Games hits its peak, China’s extraordinary era of “Shuang” also is reaching a crescendo.

Coca-Cola (China) Beverages Ltd. nearly two years ago launched an array of host country marketing programs themed to the Mandarin expression “Shuang” [爽], meaning complete physical, emotional and spiritual refreshment.

With the Olympic Games ready to begin, Coca-Cola and its partners have put the finishing touches on plans to further connect Chinese residents – as well as visitors from around the world – with memorable “Shuang experiences” during the most-anticipated international sporting event in history.

“We’ve used Shuang to describe the tremendous passion, pride and excitement felt by all Chinese citizens as hosts of the 2008 Olympic Games,” said David G. Brooks, general manager, 2008 Olympic Project Group, Coca-Cola (China) Beverages Ltd. “All our marketing initiatives for the Games have been centered around the themes of unity, cultural connections, and celebration of Olympic spirit around the world. Guests coming to Beijing will not be disappointed by the sheer amount of excitement that Coca-Cola is providing during this global event.”

The exhilarating era of Shuang (pronounced “shwǎng”) in China has complemented the global marketing campaign, “Live Olympic on the Coke Side of Life,” for the Beijing 2008 Olympic Games. The global campaign centers on optimism and the Olympic spirit of positivity in daily life.

GAMES-TIME ATTRACTIONS & EVENTS

Coca-Cola has created a medley of experiential venues – featuring concerts, parties and other special events, interactive exhibits, games, athlete and celebrity appearances, Olympic pin trading, memorabilia displays, environmental exhibits and more – to bring “Shuang moments” to life for fans in Beijing during the Olympic Games.

- **Shuang Experience Center** – Open daily August 8-24, from 9:00 a.m. to 7:00 p.m. More than a quarter of a million fans are expected at the dynamic Coca-Cola

“Shuang Experience Center,” near the “Bird’s Nest” National Stadium and in the heart of the Olympic Green complex of sports facilities. The 4,000-square-meter Shuang Experience Center provides visitors several interactive experiences, including celebrations of China, the Olympic Torch Relay and the 80-year heritage of Coca-Cola with the Olympic Games; live telecasts of the athletic events; and a retrospective of corporate social responsibility initiatives by The Coca-Cola Company, especially programs focused on the environment.

Featured attractions and special events at the Shuang Experience Center also include:

- **Bottle Folk Art** – The multimedia “Shuang Area” showcases the winning entries from a nationwide design contest conducted by Coca-Cola China under the theme, “Show My Hometown to the World.” Illustrating the many cultural faces of the host country, the 34 first-place designs – by local folk artists representing all regions of mainland China, as well as Hong Kong, Macau and Taiwan – are depicted on two-meter-high, three-dimensional versions of the trademark Coca-Cola contour bottle. (The bottle from Sichuan portrays giant red peppers.)
- **Film Premiere: “Environmental Champions” Documentary** – The personal stories of international “environmental champions” selected as Olympic Torchbearers by Coca-Cola are presented in a short documentary film that makes its debut August 13 (8:30 p.m.) at the Shuang Experience Center. Student filmmakers from seven countries were recruited to shoot and produce vignettes about the environmental achievements of the torchbearers from their respective parts of the world.
- **Coca-Cola “Live Positively Awards”** – Coca-Cola presents the second edition of the “Live Positively Awards,” recognizing members of the extended Olympic Family who make positive choices and strive to better themselves, their communities and others in their everyday lives. Included among this year’s honorees are five Olympians and one coach participating in the Beijing 2008 Olympic Games. Award ceremonies take place daily August 9-23 (except August 13) at 6:00 p.m. in the Shuang Experience Center.
- **Coca-Cola Shuang Zones** – Outside the Olympic Green, two special Coca-Cola “Shuang Zones” in Beijing serve as additional public epicenters for consumer excitement during the Olympic Games.
 - **Shuang Zone at “The Place”** – Open daily August 1-24, from 10:00 a.m. to 10:00 p.m. At the popular central business district gathering area known locally as “The Place,” an interactive Coca-Cola “Shuang Zone” is anchored by a 20-ton, 15-meter-high, LED Coca-Cola bottle – the largest and most advanced of its kind – positioned under the biggest LED sky-screen in Asia and complemented by four additional, massive LED viewing screens. The

arena setting features daily concerts, Olympic Games telecasts, interactive games and other activities. Nightly parties star popular local artists and include some of the sights and sounds from the Coca-Cola “WE8” global art-and-music program (coca-cola.com/we8). At 8:08 each evening, a celebrity-studded “Golden Moment Celebration” honors new Olympic Games medalists from China. The Place is located at 9 Guanghai Lu (No. 9 Guanghai Road), in Beijing’s Chao Yang District.

- **Shuang Zone at Chao Yang Park** – Open daily August 1-24, from noon to 9:00 p.m. Within Chao Yang Park (in the Chao Yang District), a second Coca-Cola “Shuang Zone” serves as a family-oriented interactive area, featuring Coca-Cola caravan vehicles from the Beijing 2008 Olympic Torch Relay, interactive gaming and the primary Coca-Cola Official Olympic Pin Trading Center (see below). Another key stop for visitors to the Shuang Zone at Chao Yang Park is the area where they can have a photo taken with an authentic Olympic Torch.
- **Olympic Pin Trading** – Open daily August 1-24, from 10:00 a.m. to 10:00 p.m. Celebrating two full decades as the official presenter of Olympic pin trading, The Coca-Cola Company hosts its main Coca-Cola Official Olympic Pin Trading Center at Chao Yang Park (No. 1 Nongzhanguan South Road, Chao Yang District). There also is a public Coca-Cola Official Olympic Pin Trading location at “Olympic Expo Beijing 2008-Olympex,” inside the Beijing Exhibition Centre (135 Xizhimenwai Street, Xicheng District). And for the first time, Coca-Cola is operating a pin trading facility exclusively for the athletes and officials, at the “Village Green Pin Trading Center” within the Olympic Village.

Coca-Cola has produced an extraordinary number of individual lapel pin designs to commemorate the Beijing 2008 Olympic Games. Featured among more than 500 limited-edition designs are the popular “Pin of the Day” series; “Bird’s Nest” stadium puzzle pins; and depictions of the Olympic Games athletic events, venues, pictograms and mascots; the Olympic Torch Relay; the Opening and Closing Ceremonies; cultural icons of China; and the spirit of Shuang. Games, entertainment, celebrity appearances and valuable lessons for first-time pin traders also are part of the Pin Trading Center offerings.

Coca-Cola China this year launched a “Drops of Hope” fund-raising program that features special environmental “Water Pins” made of leftover steel from construction of the “Bird’s Nest” National Stadium. For each pin sold, 5 RMB (approximately US 72 cents) is donated to the United Nations Development Programme “Water and Sanitation for Schools” initiative, enabling consumers to contribute to a legacy of safe water for Chinese children.

Coca-Cola also hosts Shuang experiences for consumers during the Beijing 2008 Olympic Games in the six official co-host cities: Hong Kong, Qingdao, Qinhuangdao, Shanghai, Shenyang and Tianjin.

The Coca-Cola Company this year celebrates its 80th anniversary of ongoing involvement with the Olympic Games. Coca-Cola has been continuously associated with the Olympic Games since Amsterdam 1928 – longer than any other corporate supporter. On August 1, 2005, at the Great Wall of China, The Coca-Cola Company and the International Olympic Committee announced the renewal of their historic partnership 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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NOTE TO EDITORS: Additional details and digital images relating to the Coca-Cola partnership with the Beijing 2008 Olympic Games are available at the following Press Center sites:

www.thecoca-colacompany.com/presscenter/presskit_olympicgames2008_overview.html
www.coca-cola.com.cn/shuangcity

Consumers around the world can share stories, ask questions and learn more about the partnership of Coca-Cola and the Olympic Games through the new Weblog www.Coca-ColaConversations.com. The blog shares an insider's view of the heritage of Coca-Cola from Phil Mooney, Company archivist and resident historian.