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Coca-Cola Caps Exhilarating Era of “Shuang” In Host Country of Beijing 2008 Olympic Games

BEIJING, August 2008 – The nationwide passion and excitement China’s citizens have exuded during the buildup to the historic Beijing 2008 Olympic Games can be summed up in one word: Shuang.

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

Since then, Coca-Cola has been delivering Chinese residents one “Shuang moment” after another, through an integrated campaign that has included advertising, promotions, special packaging, Internet experiences, bottle design contests and a succession of limited-edition Olympic pins.

Among numerous special events themed to Shuang (pronounced “shwǎng”) in the host country have been a series of Coca-Cola “one-year-to-go” celebrations in August 2007, followed by a new year 2008 Shuang countdown party in Beijing, where a new, iconic Coke contour LED bottle – standing 15 meters tall – communicated uplifting messages of happiness, love, optimism and hope. Last May 3, a nationally broadcast Coca-Cola “Welcome the Flame to China” party helped usher the global Beijing 2008 Olympic Torch Relay into mainland China, its ultimate destination.

China Campaign Finale: “Welcome to Shuang City”

In early July, Coca-Cola China launched its final Shuang campaign phase with the unveiling of a two-meter “Unity Bottle,” a symbol of global harmony and cultural collaboration jointly designed by basketball Olympians Yao Ming, of China, and LeBron James, of the United States.

Concurrently, Coca-Cola China introduced a new TV commercial, “Shuang City,” that celebrates the transformation of Beijing into the center of excitement, pride, openness and refreshment. The spot – created by award-winning art director Tim Yip and master cinematographer Christopher Doyle – shows fans and athletes streaming

into the streets to absorb the sights and sounds of the physical embodiment of Shuang. The episode culminates with national sports hero Yao Ming leading the “City of Shuang” residents to the start of the Olympic Games.

“Shuang City is the crowning glory of a Coca-Cola campaign that has been driven by the genuine passion Chinese people feel for the Beijing 2008 Olympic Games,” said David G. Brooks, general manager, 2008 Olympic Project Group, Coca-Cola (China) Beverages Ltd. “Our goal has always been to bring the unity and passion of the Games to all the people of China and to fans from around the world, as only Coca-Cola can.”

The Shuang campaign 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.

Shuang Highlights

Further highlights from the exhilarating era of Shuang that has ignited consumer enthusiasm the past two years in China:

- **Coca-Cola Olympic Games Star Team** – For its far-reaching Shuang campaign, Coca-Cola China assembled a “Coca-Cola Olympic Games Star Team” anchored by some of the country’s top athletes, including Yao Ming; 2004 Olympic Games hurdling gold medalist Liu Xiang; diving queen Guo Jing Jing; gymnast Yang Wei; table tennis champion Wang Li Qin; women’s volleyball standouts Zhao Rui Rui and Feng Kun; rising basketball star Yi Jian Lian; and other elite members of the Chinese national teams for basketball, volleyball, diving, gymnastics, and athletics (track and field).
- **Outdoor Presence** – Coca-Cola China helped Beijing residents get energized for the year of the Olympic Games with the December 2007 placement of 440 large outdoor advertisements. The colorful displays alternately included some of the Coca-Cola Olympic Games Star Team athletes and dozens of inspirational phrases, such as “I’m an Optimist,” “I Love to Laugh” and “I Believe I Can.” The graphically bold advertisements also have gone up in 10 other cities, spreading the message of Shuang throughout China.
- **Olympic Torch Relay** – The record-breaking, round-the-world voyage of the Olympic Flame this year marks the sixth time that Coca-Cola has served as a Presenting Partner of the Olympic Torch Relay and the eighth time since 1992 that the Company has been formally involved with the event. For the nationwide segment of the Olympic Torch Relay in the host country, Coca-Cola China employed a combination of public mechanisms to generate nearly 2 million torchbearer nominations under the theme, “Who Inspires Me?” Nearly 300 million people across China voted on the finalists.

Coca-Cola worked with the local government and media partners in the massive public selection program, identifying 938 torchbearers and 250 escort runners for the relay segment in China that has spanned more than three months. Included were

35 “environmental champion” torchbearers, such as popular singer-songwriter-actor Wang Lee Hom, who has made numerous special appearances in community events presented by Coca-Cola China for the Olympic Games.

- **Online Experiences** – To include residents throughout the host country in the celebration of the Olympic Games, Coca-Cola China launched a digital experience center for Shuang (at www.icoke.cn) that has been received with unprecedented enthusiasm by Chinese “netizens.” More than 57 million people have participated so far in an online “Virtual Olympic Torch Relay” and 17 million images have been collected from consumers through a program to create the world’s largest photo montage for the Olympic Games.

The China Web site includes the global, interactive art suite “Design the World a Coke” (www.coca-cola.com/olympics), which Yao Ming and LeBron James used to jointly design their Unity Bottle. Among the latest online features is a drawing to “win a dream day” with athletes from the Coca-Cola Olympic Games Star Team, as well as “Trade a Pin, Share the Shuang,” enabling Chinese consumers to learn more about pin trading – “the No. 1 spectator sport of the Olympic Games.”

- **Singing “Red Around the World”** – The main Web site also has received more than 260 million hits for the new song, “Red Around the World,” an anthem commissioned by Coca-Cola China to celebrate the Olympic Games and the Chinese people. Released in March 2008, the uplifting track from the award-winning production team of Mark Lui and Lin Xi became an instant hit, climbing to the top of China’s music charts. Several different versions of “Red Around the World” have since been recorded and performed by some of China’s leading music artists.

Several large-scale Shuang attractions and special events hosted by Coca-Cola are now set to unfold for consumers during the Olympic Games in Beijing. Companion activities also are planned in the six official co-host cities: Hong Kong, Qingdao, Qinhuangdao, Shanghai, Shenyang and Tianjin.

In addition to sponsoring the Beijing 2008 Olympic Games, Coca-Cola is the only company also supporting all of China’s other recent or upcoming key events: the Beijing 2008 Olympic Torch Relay, the Beijing 2008 Paralympic Games, the 2007 Special Olympics World Summer Games, and the 2010 World Expo in Shanghai.

Coca-Cola (China) Beverages Co. Ltd.

Coca-Cola is one of the most-well-known international brands in China, with a leading position in the soft drinks market. Since re-entering the country in 1979, the Coca-Cola system has invested more than US \$1.3 billion in the local Chinese market and established 35 bottling plants. The Coca-Cola system in China today employs more than 30,000 people, virtually all local hires. The system also has donated more than RMB 60 million to support China’s national and regional social charity undertakings and RMB 20 million to help relief efforts following the May 2008 Sichuan earthquake. For more information about Coca-Cola China, please visit www.coca-cola.com.cn

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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.coca-cola.com.cn/shuangcity

www.thecoca-colacompany.com/presscenter/presskit_olympicgames2008_overview.html

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.