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**Skiing Legend Jean-Claude Killy of France
Receives Coca-Cola “Live Positively Award”
During Olympic Games in Beijing**

BEIJING, August 10, 2008 – Jean-Claude Killy, the French sports legend who swept all three men’s Alpine skiing events at the 1968 Olympic Winter Games, today received a 2008 Coca-Cola “Live Positively Award” during ceremonies at the Coca-Cola Shuang Experience Center in Beijing.

The Coca-Cola Live Positively Awards celebrate those who make positive choices and strive to better themselves, their communities and others in their everyday lives, through actions that uphold the ideals of the Olympic Games.

Killy was cited during today’s award ceremony for his tireless promotion of sport and the unifying spirit of the Olympic Games during the 40 years since his monumental skiing triumph in 1968.

At the Olympic Winter Games that year in Grenoble, France, Killy dazzled the world by capturing gold medals in the men’s downhill, slalom and giant slalom events. He is one of just two people to record the skiing triple crown at the Olympic Games.

Following his athletic career, Killy has remained dedicated to the advancement of sport. He served as co-president of the organizing committee for the Albertville 1992 Olympic Winter Games and in 1995 became a member of the International Olympic Committee.

Killy currently is chairman of the Coordination Commission for the 2014 Olympic Winter Games, in Sochi, Russia. He also played critical roles on the coordination commissions for the Olympic Winter Games of both Salt Lake 2002 (as vice chairman) and Torino 2006 (as chairman).

He is a former executive board member of the International Ski Federation and also served nine years as president of the Société du Tour de France.

The national hero in 1993 was named a Commander of the National Order of the Legion of Honour – France’s highest decoration – and seven years later was elevated to Grand Officer.

The Coca-Cola Live Positively Award – a sculptured medallion made from 100-percent recycled glass – was presented to Killy on Sunday by Scott McCune, vice president and director, Worldwide Sports, Entertainment and Licensing, The Coca-Cola

Company, and Hubert Patricot, the newly appointed European Group president for Coca-Cola Enterprises.

2008 Honorees

The 2008 Coca-Cola Live Positively Award ceremonies during the Beijing 2008 Olympic Games honor 16 individuals, families and organizations: Dr. Reinhold Lopatka, of Austria (Aug. 9); Jean-Claude Killy, of France (Aug. 10); Ronald McDonald House Charities China (Aug. 11); Xin Jing, of China (Aug. 12); Bud Greenspan, of the United States, and Svetlana Zhurova, of Russia (Aug. 14); the Lopez family, of the United States (Aug. 15); Special Olympics, represented by Nadia Comaneci (Aug. 16); Davis Phinney, of the United States (Aug. 17); He Zhen Liang, of China, and The William E. Simon Endowment for the Support of Athletes, represented by Donna de Varona (Aug. 18); Yang Ming, of China (Aug. 19); Donnie Pei, of China (Aug. 20); Shawn Johnson, of the United States (Aug. 21); volunteers for the Games of the XXIX Olympiad (Aug. 22); and Liu Xiang, of China (Aug. 23).

Beijing presentations of the Coca-Cola Live Positively Awards take place at 6:00 p.m. daily through August 23 (except August 13) inside the Coca-Cola Shuang Experience Center, located across from the International Broadcast Center.

No award ceremony is scheduled for August 13, when the Shuang Experience Center hosts the world premiere of the new Coca-Cola "Environmental Champions" film documentary, at 8:30 p.m. The film profiles the environmental achievements of seven torchbearers selected by Coca-Cola for the Beijing 2008 Olympic Torch Relay.

The Live Positively Awards are a feature of the "Live Olympic on the Coke Side of Life" campaign for the Beijing 2008 Olympic Games. The campaign centers on the Olympic spirit of positivity in daily life.

Further information about the Coca-Cola Live Positively Awards is available at the following Web site:

http://www.thecoca-colacompany.com/presscenter/presskit_olympicgames2008_live_positively.html

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: All credentialed media are invited to attend the daily “Live Positively Awards” ceremony August 9-23 at the Coca-Cola “Shuang Experience Center,” on the Olympic Green in Beijing. Award recipients will be available for interviews and photo opportunities. There will not be a ceremony on August 13. Two awards are being presented on August 14 and August 18. Ceremonies commence at 6:00 p.m.

Additional details and digital images relating to the Coca-Cola Live Positively Awards, as well as the Coca-Cola partnership with the Beijing 2008 Olympic Games, will be 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