

Contact for International Media:

Petro Kacur
The Coca-Cola Company
+1 404-676-2683
+86 150 1094 3187
pressinquiries@na.ko.com

Contact for Chinese Media:

May Zhai
Coca-Cola (China) Beverages Ltd.
+86 137 0123 3502
mzhai@apac.ko.com

**Ronald McDonald House Charities China
Receives Coca-Cola “Live Positively Award”
During Olympic Games in Beijing**

BEIJING, August 11, 2008 – Ronald McDonald House Charities China, whose broad humanitarian response to the May 2008 Sichuan earthquake in China has ranged from emergency food services to funds for rebuilding schools, 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.

Ronald McDonald House Charities China (RMHC China) was cited during the award ceremony for its rapid, hands-on outreach to the Chinese people in their time of need and its inspirational example of corporate responsibility and compassion. Established in China less than two years ago – in partnership with the China Soong Ching Ling Foundation – the organization also was recognized for other charitable efforts that already are having an inestimable impact in the host country for the 2008 Olympic Games.

Immediately following the devastating earthquake May 12 in Sichuan Province, RMHC China activated the McDonald’s network in China and its worldwide system to begin delivery of a wide-ranging relief program. Within the first 24 hours and as soon as safety would permit, McDonald’s China restaurants began feeding victims and relief workers near the quake’s epicenter, eventually providing nearly 35,000 meals until additional outside resources arrived.

Within 48 hours, McDonald’s China provided 1 million RMB (nearly US \$150,000) and RMHC China contributed another 500,000 RMB (US \$73,000) in emergency financial aid. McDonald’s China also activated its nationwide network of more than 930 stores to encourage local donations of blood. To address longer-term needs, McDonald’s China pledged an additional 10 million RMB (nearly \$1.5 million) through RMHC China to help rebuild schools in the earthquake zone.

The overall fund-raising effort was quickly joined by individuals within the McDonald's family in the Asia Pacific region and around the world, increasing the total donation to date to approximately 15 million RMB (\$2.2 million).

When it opened in China in late 2006, RMHC awarded a five-year, \$3.35 million grant to the Half the Sky Foundation, which provides nurturing care for orphaned children in China. RMHC also has contributed to a Chinese program for pediatric heart surgeries and to CURE®, a group of American-based pediatric oncology specialists and hospitals that shares advanced cancer treatment practices with China's medical community.

Jointly accepting the Coca-Cola Live Positively Award on Monday were the co-chairs of the RMHC China board of directors: Li Ning, secretary-general of the China Soong Ching Ling Foundation, and Jeffrey Schwartz, CEO of McDonald's China.

The presentation to RMHC China of the Coca-Cola Live Positively Award – a sculptured medallion made from 100-percent recycled glass – was made by Jerry Wilson, senior vice president and president, McDonald's Group Worldwide, The Coca-Cola Company.

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.

#

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