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**Professor Donnie Pei of China
Receives Coca-Cola “Live Positively Award”
During Olympic Games in Beijing**

BEIJING, August 20, 2008 – Donnie Pei, who has been a driving force in bringing the values of the Olympic Movement into China’s classrooms, today received the 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.

Pei, a professor at Beijing’s Capital Institute of Physical Education, was honored Wednesday for his vision and vigilance in promoting the spirit of the Olympic Games and the fundamental ideals of good sportsmanship and fair play. He was presented the Live Positively Award by Christina Lau, director, External Affairs, Coca-Cola (China) Beverages Ltd.

Through the Olympic Education Program originated by Pei and his colleagues, more than 500 Chinese schools – including approximately 200 in the Beijing area – have adopted lessons about the Olympic Games as part of their curriculum. The program, which reaches the elementary, middle and high school levels, uses textbooks and lectures to cover the history of the Olympic Games and the Olympic Movement, with a focus on their values, rather than merely the winning of medals.

Originally from Beijing, Pei’s mission to bring youth together through sport and education started taking shape after he earned a master’s degree in 1995 from the International Centre for Olympic Studies at the University of Western Ontario, Canada. He also attended the International Olympic Academy, in Ancient Olympia, Greece.

Pei was so inspired by the historical objectives and values of the Olympic Games that he returned to China and, with an associate, began campaigning to deliver those lessons to schoolchildren, even before Beijing was awarded this year’s Olympic Games in 2001.

By 2005, Pei and his supporters convinced officials to add formal instruction about the meaning and moral principles of the Olympic Games to school programs.

Classroom courses cover the Olympic Games from their origins in ancient Greece to the modern Olympic Movement.

2008 Live Positively Honorees

The 2008 Coca-Cola Live Positively Award ceremonies during the Beijing 2008 Olympic Games honor the following 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); 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); Yang Ming, of China, and The William E. Simon Endowment for the Support of Athletes, represented by Donna de Varona (Aug. 18); He Zhen Liang, 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 inside the Coca-Cola Shuang Experience Center, located across from the International Broadcast Center.

No award ceremony was held August 13, when the Shuang Experience Center hosted the world premiere of the new Coca-Cola "Environmental Champions" film documentary. 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. Ceremonies commence at 6:00 p.m. Award recipients will be available for interviews and photo opportunities. No award ceremony was scheduled for August 13.

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, 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