

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

**American Cycling Legend Davis Phinney
Receives Coca-Cola “Live Positively Award”
During Olympic Games in Beijing**

BEIJING, August 17, 2008 – American cycling legend Davis Phinney, who is battling Parkinson’s disease and has been dedicated to helping others suffering from the neurological syndrome, today was presented 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.

Phinney earned a cycling bronze medal in the men’s 100K team time trial event at the Los Angeles 1984 Olympic Games. He also placed fifth in the men’s road race.

From the late 1970s until his retirement from professional cycling in 1993, Phinney achieved more wins – 328 victories in all – than any other U.S. cyclist in history. He captured a Pan American Games gold medal in 1983 and also won four national championships. He is one of just three Americans to win multiple stages of the Tour de France.

Phinney was diagnosed with Parkinson's in 2000, after exhibiting some symptoms of the progressive disease for several years. In 2004, he established the Davis Phinney Foundation (DPF) with a single mission: to improve the lives of people living with Parkinson's.

Based in Boulder, Colorado (USA), the DPF is focused on promoting and funding innovative and progressive research into the benefits of quality-of-life therapies for Parkinson's disease. The foundation also works to communicate the importance of integrating these therapies into everyday treatment plans. Through various speaking engagements and symposia, the DPF team also encourages those affected by the disease. In lectures to fellow Parkinson’s patients, Phinney insists that, rather than dwell on the losses, they should celebrate every victory in their daily lives, no matter how small.

Now 49, Phinney last April underwent a relatively new medical procedure called deep brain stimulation. The success of the surgery – a significant diminution of symptoms – has given hope to thousands.

Phinney's wife, Connie Carpenter-Phinney, was the 1984 Olympic Games cycling gold medalist in the women's road race. She also competed in the Sapporo 1972 Olympic Winter Games as a speed skater

Their eldest child, son Taylor, is a member of the 2008 U.S. Olympic Team for Cycling. Taylor Phinney, 18, failed to qualify Saturday (16 August) for the medal round of the men's 4,000-meter individual pursuit. But his seventh-place finish – timed in 4:26.644 – in the round of eight was the best finish by a U.S. men's pursuit racer at the Olympic Games since 1984.

The Coca-Cola Live Positively Award, a sculptured medallion made from 100-percent recycled glass, was presented Sunday to Davis Phinney by Petro Kacur, senior manager, Marketing Communications, The Coca-Cola Company.

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. Award recipients will be available for interviews and photo opportunities. No award ceremony was scheduled for August 13. Two awards are scheduled to be presented on 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, 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

Davis Phinney Foundation:

www.davisphinneyfoundation.com