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**Special Olympics Receives
Coca-Cola “Live Positively Award”
During Olympic Games in Beijing**

***Legendary Gymnast Nadia Comaneci Accepts Award
On Behalf of Special Olympics and Its 40 Years of Contributions***

BEIJING, August 16, 2008 – Special Olympics, the international organization that changes lives by promoting understanding, acceptance and inclusion among people with and without intellectual disabilities, 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.

Special Olympics was recognized for its 40 years of positive contributions, by empowering individuals with intellectual disabilities to become physically fit, productive and respected members of society through sports training and competition.

Accepting the award Saturday on behalf of Special Olympics was its board vice chair, Nadia Comaneci, the five-time gold medalist and first gymnast to record a perfect 10 in Olympic Games competition.

Built from founder Eunice Kennedy Shriver’s vision “that exceptional children can be exceptional athletes, that through sports they can realize their potential for growth,” Special Olympics provides people with intellectual disabilities continuing opportunities to realize their potential, develop physical fitness, demonstrate courage and experience joy and friendship.

Since its establishment by Shriver in 1968, Special Olympics has created a model community that celebrates people’s diverse gifts. The organization provides year-round sports training and athletic competition and other related programming for 2.8 million children and adults with intellectual disabilities in more than 180 countries.

Recognized throughout the world for her efforts, Shriver has received numerous honors and awards, including the Presidential Medal of Freedom, the Legion of Honor,

the Prix de la Couronne Française, the Mary Lasker Award for Public Service, and the Olympic Order – the highest award given by the International Olympic Committee.

Comaneci is the only two-time recipient of the Olympic Order (1984 and 2004). She also is a member of the International Gymnastics Hall of Fame.

Comaneci astounded the sports world at the Montreal 1976 Olympic Games, where she became the first gymnast in Olympic Games history to be awarded the perfect score of 10.0. Judges gave her that maximum mark seven times. She also competed in the Moscow 1980 Olympic Games and concluded her Olympic Games career with five gold medals, three silver medals and one bronze medal.

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

The Coca-Cola Company is a founding partner of Special Olympics and has been deeply involved the last three decades with both the summer and winter editions of the Special Olympics World Games. The Coca-Cola Company supports the Olympic Games, Paralympic Games and Special Olympics World Games, three global events that bring people together from all around the world through sport.

In May 2008, Coca-Cola and Special Olympics announced the renewal of their partnership through 2011 and further strengthened their 40-year relationship with the election of Coca-Cola executive J. Brady Lum as new president and chief operating officer of Special Olympics.

Muhtar Kent, president and chief executive officer, The Coca-Cola Company, has been a member of the Special Olympics International board of directors since 2007.

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

Special Olympics home page:

www.specialolympics.org