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**China's "WE8" Visual Artist Xin Jing
Receives Coca-Cola "Live Positively Award"
During Olympic Games in Beijing**

BEIJING, August 12, 2008 – Chinese visual artist Xin Jing, whose inspiring design work is featured in both the look of the Beijing 2008 Olympic Games and the Coca-Cola "WE8" global art-and-music program, 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.

Xin was cited during today's award ceremony for her "artistic talent and generosity, positive expressions of the Olympic ideals, and the bridging of continents that art and athletics can accomplish."

Recognized as one of the great young talents on China's energized art and design scene, Xin has been featured in numerous design festivals and art and fashion publications. Born in Qingdao in 1981, she studied at Beijing's prestigious Central Academy of Fine Arts, where she earned a Master of Fine Arts degree in 2007.

She produced creations for the Beijing 2008 Olympic Games identity and environmental design programs, as well as the Olympic Games stamp design project.

Earlier this year, Xin was among the small group of leading Chinese graphic artists featured in the groundbreaking Coca-Cola "WE8" project (coca-cola.com/we8), a cultural and artistic exchange program highlighting the global connections embodied in the Beijing 2008 Olympic Games.

The unique WE8 collaboration creatively united eight individual graphic designers and design teams from China with eight progressive musicians from around the world to interpret the ideas and passions that connect people, through the expression of eight themes. The result is a new series of eight stylized, aluminum contour bottle designs for Coca-Cola by China's leading forces in graphic arts. And for each limited-edition bottle design – all inspired by themes from the "Coke Side of Life" brand platform – a multitalented music artist from another country composed a companion song.

Xin's Coca-Cola contour bottle design, themed "Healthy World," focused on water as a valuable resource. "I wanted to communicate the relationship between water and life as I saw it as a child, playing in a pond," she explained. "My design shows these bubbles of my childhood imagination coming to life. I gave them personality and movement, as if they are the messengers between life and water, between different creatures. Through my design, I want to pass this little piece of happiness to everyone."

Based on Xin's "Healthy World" artwork for the aluminum Coca-Cola bottle, San Francisco-based DJ and producer Kaskadee, a 2008 Grammy® Award nominee, composed the companion song, "Beautiful Thing."

The Coca-Cola Live Positively Award – a sculptured medallion made from 100-percent recycled glass – was presented to Xin Jing on Tuesday by Kevin Tressler, director, Worldwide Sports and Entertainment Marketing, 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.

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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