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Muhtar Kent, President and COO of Coca-Cola, Named to International Board of Special Olympics

WASHINGTON & ATLANTA--(BUSINESS WIRE)--

Special Olympics today announced that it has named Muhtar Kent, President and Chief Operating Officer, The Coca-Cola Company, as the newest member of its International Board of Directors, the governing authority for the entire Special Olympics organization.

"Coca-Cola has been a committed and long-standing supporter of Special Olympics for almost four decades, and we are delighted to welcome Muhtar Kent to our Board," said Timothy Shriver, Chairman of Special Olympics. "Muhtar will bring his passion and dedication to the growth of the Special Olympics movement throughout the world and we value his insights and perspectives as a global executive of the company that, more than any other, brings people around the world together."

"I am honored to accept the invitation to join the Special Olympics Board," said Mr. Kent. "Special Olympics fosters ideals our Company wholeheartedly supports: personal growth, the development of empowered citizens, and a better society based on mutual respect for all individuals. I believe that we can all learn from Special Olympics athletes. Through their focus, commitment to succeed, positive attitude, and discipline, they exemplify the qualities we all strive to foster, not just in business, but in life as well."

Members of the Special Olympics Board manage the global affairs and strategies of Special Olympics; determine its policies and programs; and oversee top-level management. Members represent a great depth of professional expertise from diverse careers and geographic backgrounds, ranging from marketing and communications to intellectual disabilities.

Since the establishment of Special Olympics in 1968, The Coca-Cola Company has been a proud global sponsor, providing monetary and in-kind contributions, hands-on volunteer assistance, equipment, uniforms, and other materials and services for Special Olympics competitions and community activities.

In October 2006, Coca-Cola extended its top-level, worldwide sponsorship of Special Olympics including the 2007 Special Olympics World Summer Games, the year's largest global sports event, to be held in Shanghai October 2 - 11. The Coca-Cola Company is also the only sponsor supporting the Olympic Games, Paralympic Games and Special Olympics World Games.

The Coca-Cola Company

The Coca-Cola Company is the world's largest beverage company. Along with Coca-Cola(R), recognized as the world's most valuable brand, the Company markets four of the world's top five nonalcoholic sparkling beverage brands, including Diet Coke(R), Fanta(R)

and Sprite(R), and a wide range of other beverages, including diet and light beverages, waters, juices and juice drinks, teas, coffees, energy and sports drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate exceeding 1.4 billion servings each day. For more information about The Coca-Cola Company, please visit our website at www.thecoca-colacompany.com.

Special Olympics

Special Olympics is an international nonprofit organization dedicated to empowering individuals with intellectual disabilities to become physically fit, productive and respected members of society through sports training and competition. Founded in 1968 by Eunice Kennedy Shriver, Special Olympics provides year-round sports training and competition to 2.5 million adults and children with intellectual disabilities across 165 countries. The Special Olympics Movement offers one of the world's greatest platforms for acceptance and inclusion for all people--regardless of race, religion, ethnicity or cultural differences. Find out how you can become involved at www.specialolympics.org.

NOTE TO EDITORS: Media can retrieve a digital photograph to accompany this story by visiting our Press Center image gallery at www.thecoca-colacompany.com.

Source: The Coca-Cola Company