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Coca-Cola Marketing Campaigns Put Spotlight on Special Olympics World Summer Games ATHENS 2011

Coca-Cola Chairman and CEO and Special Olympics Board Member Muhtar Kent Presents 500,000 Euro Donation To Games Organizing Committee

ATHENS, Greece--(BUSINESS WIRE)-- Harnessing the power of an integrated marketing campaign that includes engagement via social media, in-store retail displays, fund-raising activities, employee volunteers, a television commercial and experiential activity, The Coca-Cola Company is creating greater awareness for the Special Olympics World Summer Games ATHENS 2011.

As part of a global sponsorship of Special Olympics, Mr. Muhtar Kent, Chairman and Chief Executive Officer, The Coca-Cola Company (center) presented a check for 500,000 euros (more than $700,000 USD) to Alexandra Oikonomidou, Head of Marketing and Communications, Special Olympics World Summer Games Athens 2011 (left) and Tim Shriver, Chairman and Chief Executive Officer, Special Olympics International (right). Joining the ceremony, held at the Special Olympics World Summer Games Fan Festival, were figure skating champion and Coca-Cola family athlete Michelle Kwan and Olga Dasoura a Special Olympics athlete from Greece and an International Global Messenger for Special Olympics. (Photo: Business Wire)

"We share the values of Special Olympics and the vision of acceptance, inclusion and optimism," said Muhtar Kent, Chairman and Chief Executive Officer of The Coca-Cola Company. "One of the best ways we can support Special Olympics is by communicating those positive messages to the millions of people that reach for a Coca-Cola every day."

Among the numerous marketing efforts Coca-Cola has undertaken to support Special Olympics has been a Facebook campaign in Greece asking fans to share a message of hope with the athletes online to trigger a 1 euro donation per message. This theme of sharing well-wishes for athletes is also carried through in a television commercial that features more than 100 Coca-Cola employees and Special Olympics athlete Panayiotis Koutatzis. Additionally, extensive in-store displays throughout Greece drove awareness of Special Olympics and allowed people to place messages in "Coca-Cola Happiness Bottles" which are now on display at competition venues.

Also, during the month of May, Coca-Cola donated a portion of the sales of every Coca-Cola, Coca-Cola Light and Coke Zero in Greece to support Special Olympic athletes. These, and other Coca-Cola fund-raising activities, generated 500,000 euros. In a brief ceremony at a Special Olympics venue at the Athens Olympic Stadium (OAKA) on Sunday, Muhtar Kent presented the funds to the World Games Organizing Committee.

"On behalf of the entire Special Olympics family, I thank Coca-Cola for being a leader in creating opportunities of joy for our athletes and their families," said Timothy Shriver

Chairman and CEO Special Olympics. "Since our founding in 1968, Coca-Cola has been dedicated partner in helping us build communities of acceptance for athletes."

Coca-Cola Greece expects to serve approximately two million servings to refresh the 7,000 athletes and the tens of thousands of family, friends, volunteers and fans attending the Special Olympics in Athens. 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 around the world.

Among the athletes participating in the World Games this year is Andres Delgado, 27, a Coca-Cola employee who is the mail coordinator at the Company's offices in Caracas, Venezuela. In 2003, he represented Venezuela at the Ireland Special Olympic Games, bringing back two bronze medals in weight lifting. For the Athens World Summer Games, Andres is competing in artistic gymnastics.

"My husband and I are proud to see our son participate in the Special Olympics again," said his mother, Olga Delgado. "But this time it is special given everything Coca-Cola has done to support him. This means a lot to us and we are grateful to Coca-Cola for considering Andres as a fully integrated part of the team."

The Coca-Cola Company

The Coca-Cola Company (NYSE: KO) is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Led by Coca-Cola, the world's most valuable brand, the Company's portfolio features 15 billion dollar brands including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply and Georgia. 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 1.7 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that reduce our environmental footprint, support active, healthy living, create a safe, inclusive work environment for our associates, and enhance the economic development of the communities where we operate. For more information about our Company, please visit our website at www.thecoca-colacompany.com.

Note to Editors: Artwork to accompany this press release can be found at the Press Center area at www.thecoca-colacompany.com

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Source: The Coca-Cola Company