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Coca-Cola Opens Happiness with Its New "Eight-Pack" of Athletes for London 2012 Olympic Games

Diverse, Talented Group of Olympians, Olympic Hopefuls and a Paralympian to Be Showcased on In-Store Materials and Serve as "Ambassadors of Active Living"

ATLANTA--(BUSINESS WIRE)-- While summer 2011 is approaching, a high profile group of Olympic Champions and Olympic Hopefuls have their sights firmly set on next summer as they join forces to form the Coca-Cola "Eight-Pack" of Athletes for the London 2012 Olympic Games. In addition to their role as medal contenders for Team USA, the athletes will also serve as Coca-Cola "Ambassadors of Active Living" to help encourage and inspire people to lead active, balanced lives.

The Coca-Cola "Eight-Pack" united for the first time this week in Boston for a photo shoot. The images captured at the shoot will be featured next year on special Coca-Cola in-store materials and advertising that will invite people to share in the excitement and happiness of the Olympic Games in London. The new "Eight Pack," a group of Olympic Champions, medalists and hopefuls, includes:

- David Boudia - silver medalist in men's platform (10M diving) at 2008 FINA Diving World Cup and winner of 14 national diving titles; 2008 U.S. Olympic Trials 10M Dive Champion; member of the 2008 Olympic Team
- Henry Cejudo - 2008 Olympic gold medalist in 55kg freestyle division (wrestling); youngest American wrestler ever to win an Olympic gold medal at 21 years of age
- Marlen Esparza - 2010 U.S. national champion in women's boxing; gold medalist at the 2008 Pan American Games; longest winning streak at the U.S. nationals and undefeated in every U.S. event competed in the last five years; number one ranked female amateur flyweight boxer in U.S. for the last five consecutive years
- John Isner - currently ranked 39th in the Association of Tennis Professionals (ATP) standings; winner of record-breaking singles tennis match at Wimbledon which lasted for 11 hours and 5 minutes; widely recognized as having one of the hardest serves on the ATP Tour
- Shawn Johnson - winner of one gold and three silver medals in women's gymnastics at the Beijing 2008 Olympic Games; member of the 2008 U.S. Olympic team; three-time gold medalist at the 2007 World Championships in All-Around, Floor, and Team; and four-time gold medalist at the 2007 Pan American Games in All-Around, Balance Beam, Floor and Team; and 2008 Olympic Trials All-American champion
- Jessica Long - seven-time Paralympic Gold medalist in women's swimming; member of 2004 and 2008 U.S. Paralympic Teams; 2008 Paralympian of the Year; seven-time World Championship gold medalist and two-time silver medalist in 2010
- Alex Morgan - drafted number one overall in the 2011 Women's Professional Soccer Draft; youngest member on the U.S. Women's National Soccer Team
- David Oliver - Beijing 2008 Olympic medalist in men's 110M hurdles; member of 2008 U.S. Olympic team; 2010 Male Track & Field Athlete of the

Year; 2010 U.S. Outdoor Champion

This is the third consecutive Olympic Games in which Coca-Cola has included a collection of athletes as part of the brand's Olympic program. While previous Coca-Cola Olympic Games programs have featured six athletes, this is first time the brand has highlighted eight athletes.

Shifting from a Six-Pack to an Eight-Pack of Olympic athletes is another part of Coke's continued efforts to offer consumers new ways to experience the brands and beverages they love. Recently the Company evolved its packaging lineup to include eight-packs of 90 calorie mini-cans and a new 1.25 liter contour bottle to better meet the needs of consumers in the same way its Olympic Eight-Pack will fuel America's passion for the Olympic Games.

Specific plans for how the "Eight-Pack" will be featured in the Coca-Cola 2012 Olympic Games program will be revealed in the future.

About 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.

Source: The Coca-Cola Company