

October 24, 2007



The Coca-Cola Company to Aid Restoration of Hellenic Olympic Committee Site in Ancient Olympia

Donation of US\$ 2 Million from Longest Standing Olympic Sponsor to Benefit the Birthplace of the Olympic Games

ATHENS, Greece--(BUSINESS WIRE)--

The Coca-Cola Company announced a US \$2 million donation to the Hellenic Olympic Committee (HOC) toward the restoration of its site in Ancient Olympia, the cradle of the Olympic Games and the ultimate symbol of Greek and international cultural and sports heritage. The site was severely damaged by the recent forest fires that scorched the grounds of the Peloponnese in Greece over the summer.

Dominique Reiniche, president of The Coca-Cola Company's European Union Group, met with Minoas Kyriakou, president of the Hellenic Olympic Committee, at the HOC offices in Athens to present the donation, confirming the Company's commitment to supporting Olympic ideals by helping to restore the affected area.

The Coca-Cola Company is the longest-standing supporter of the Olympic Games, since 1928, and its \$2 million donation will help restore the forest area around the Pierre de Coubertin monument, among other sites. This donation is in addition to fire relief efforts announced earlier by the Coca-Cola Foundation in conjunction with Coca-Cola Hellas and Coca-Cola Hellenic Bottling Company (CCHBC).

"The Coca-Cola Company was deeply concerned about the disaster that hit Greece and the site of Ancient Olympia," Reiniche said. "After our immediate relief efforts, we decided to extend our efforts by helping to facilitate the rapid restoration and reforestation of the Olympic site."

Kyriakou added, "The restoration of the Sacred Site of Ancient Olympia, allowing its unparalleled beauty to grow again, has been an important priority among all Greeks and of great concern among many worldwide. Today, we are in the pleasant position to congratulate The Coca-Cola Company for its important initiative, an action reiterating its commitment to the Olympic ideals and values."

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) beverages, and a wide range of other non-alcoholic 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.

Source: The Coca-Cola Company