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Minute Maid(R) Supports U.S. Olympic Team at Beijing 2008 Olympic Games

Juice Giant Backs U.S. Olympians as They "Go For the Gold(TM)"

HOUSTON--(BUSINESS WIRE)--

Supporting the athleticism and nationalism the Olympic Games are known for, Minute Maid(R) will be the official juice beverage sponsor of the U.S. Olympic Team at the 2008 Olympic Games in Beijing. Minute Maid has been an Olympic sponsor since 1984.

Beginning this month, Minute Maid is inviting consumers in the United States to "Bring Home the Goodness" and learn more about 2008 U.S. Olympians with limited-edition packaging in celebration of the Beijing 2008 Olympic Games. The Olympic logo and select U.S. Olympic athletes will be featured on 64-ounce cartons of Minute Maid chilled orange juice, lemonades and fruit drinks. The athletes will also be featured on in-store material in retail locations nationwide.

"We have always offered products that help consumers live their best lives, and we are proud to be a sponsor of the U.S. Olympic Team, supporting athletes who lead by example in maintaining an active, balanced lifestyle," said Charles Torrey, Minute Maid marketing group director. "By featuring various athletes on our packaging, we hope to create unique and memorable experiences for consumers to help spread the spirit of the Olympic Games."

During the 2008 Olympic Games, the Minute Maid presence will be felt in the Olympic Green where the brand's juices and juice drinks will be enjoyed by athletes and spectators alike throughout the Olympic Games, which kick off August 8 and run through August 24. Minute Maid juices also will be served at all three U.S. Olympic Training Centers and in the Athlete Village during the Olympic Games.

The Coca-Cola Company, which produces the Minute Maid portfolio of beverages, has been continuously associated with the Olympic Games since 1928 - longer than any other corporate supporter - and works with National Olympic Committees in more than 200 countries to help athletes train and compete.

About Minute Maid

The Minute Maid portfolio of beverages, with more than 100 different flavors and varieties, is produced by The Coca-Cola Company, the world's leading marketer of premium fruit juices and drinks. For additional information about Minute Maid Enhanced Juices and Juice Drinks, visit www.minutemaids.com.

About the USOC

The United States Olympic Committee (USOC) is recognized by the International Olympic

Committee as the sole entity in the United States whose mission involves training, entering and underwriting the full expenses for the U.S. teams in the Olympic, Paralympic, Pan American and Parapan American Games. In addition to being the steward of the U.S. Olympic Movement, the USOC is the moving force for support of sports in the United States that are on the program of the Olympic, Paralympic, Pan American and Parapan American Games. For more information on the U.S. Olympic and Paralympic Teams, please visit www.teamusa.org.

Source: The Coca-Cola Company