

The Coca-Cola Company

news

release

**STEPS UP INNOVATION WITH NEW RESEARCH
FOR CHINESE MEDICINE**

The center will help consumers worldwide experience the benefits of Traditional Chinese Medicine through new and innovative beverages

BEIJING, China, Oct. 14, 2007 - The Coca-Cola Company today announced the official opening of The Coca-Cola Research Center for Chinese Medicine at the China Academy of Chinese Medical Sciences in Beijing. This research center is a part of the Company's long-term collaboration agreement with the China Academy of Chinese Medical Sciences. Today's announcement precedes the Pacific Health Forum Personal Health Workshop, "Responding to the Modern Lifestyle" focusing on traditional Chinese medicine's preventive and personalized approach to healthy living. The workshop, which will bring together the world's leading experts in Traditional Chinese Medicine, including the Chinese minister and vice minister for Health, is being co-sponsored by The Beverage Institute for Health & Wellness of The Coca-Cola Company (BIHW).

http://pacifichealthsummit.org/downloads/Personal%20Health_English.pdf

"We see this center as an important step in strengthening our innovation pipeline for beverages that contribute to well-being," said Dr. Rhona Applebaum, vice president, chief scientific and regulatory officer of The Coca-Cola Company. "This collaboration will ultimately help us bring the insights and benefits of Traditional Chinese Medicine to consumers all over the world. As the world's largest beverage company, we can add global reach and world-class marketing skills to help promote Chinese wisdom in preventive holistic health through new and innovative beverages."

The Coca-Cola Company is the first international company to open a research center at the China Academy of Chinese Medical Sciences. This center will leverage the research expertise of the Company and the Academy's team of researchers and state-

of-the-art scientific technologies. It will focus on beverages using Chinese herbal ingredients and formulas.

“Chinese medicine is a science that has evolved through thousands of years of practice,” said Dr. Hongxin Cao, president of China Academy of Chinese Medical Sciences. “The broad range of factors considered in Chinese medical sciences provide for a more holistic view on health. Prevention is one of the key guiding philosophies behind Chinese medical sciences. As a result, Chinese medicine has theories and practices to help people live healthier lives. By joining forces with The Coca-Cola Company, we will be much more effective in bringing Chinese medicine to the world through packaged beverages.”

The China Academy of Chinese Medical Sciences is China’s national center for research, health care and education in Traditional Chinese Medicine. It is administered under the Ministry of Public Health through the State Administration of Traditional Chinese Medicine of the People's Republic of China. The Academy employs 3,100 professionals, including 800 doctors and professors working in 11 research institutions, five hospitals and clinics, and several educational and publishing branches. It is the most respected and trusted group engaged in research, education and practice in Traditional Chinese Medicine.

As part of the establishment of the research center, Dr. Huaying Zhang, director for Asia, BIHW, will establish an office at the Academy, working side-by-side with researchers on collaborative projects. Dr. Maurice Arnaud, executive director, BIHW, will join the Advisory Board of The Experimental Research Center of the China Academy of Chinese Medical Sciences.

Related Links

[Responding to the Modern Lifestyle: A Personal Approach to Health Using. Chinese Medical Science.](http://pacifichalthsummit.org/downloads/Personal%20Health_English.pdf)

Information about this October 9, 2007 Pacific Health Summit workshop. [link to http://pacifichalthsummit.org/downloads/Personal%20Health_English.pdf]

China Academy of Chinese Medical Sciences

Website of the China Academy of Chinese Medical Sciences [link to <http://www.catcm.ac.cn/english/aboutcacms.html>]

Chinese Medical Sciences Journal. Published by the Chinese Academy of Medical Sciences. The journal publishes original research papers, review papers and short communications on all aspects of basic and clinical medicine, pharmacology and traditional Chinese medicine, submitted from medical colleges throughout the People's Republic of China. [link to <http://www.tandf.co.uk/journals/titles/10019294.html>]

Training Center of China Academy of Traditional Chinese Medicine

Provides information about Traditional Chinese Medicine philosophies, history and healthy living practices

[link to <http://www.ontcm.com/catcm.htm>]