

SC Governor Sanford, NC Lt. Governor Perdue Named Grand Marshal, Honorary Starter of 2003 Coca-Cola 600

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CHARLOTTE, N.C., May 15, 2003 /PRNewswire-FirstCall via COMTEX/ -- Coca-Cola Consolidated (Nasdaq: COKE) and the Lowe's Motor Speedway today announced that South Carolina Governor Mark Sanford has been named Grand Marshal and North Carolina Lt. Governor Beverly Perdue the Honorary Starter of the 2003 Coca-Cola 600.

The Coca-Cola 600, one of the largest sporting events in the world, will be held Sunday, May 25 at the famous Lowe's Motor Speedway. The Coca-Cola 600-already a sell-out-will attract nearly 200,000 spectators and a nationwide television and radio audience.

"The Coca-Cola 600 is the crown jewel of NASCAR races," Coca-Cola Consolidated spokesman Lauren Steele said. "As sponsor of this great race, Coca-Cola Consolidated is proud to have such distinguished leaders as Governor Sanford and Lt. Governor Perdue serve as our race officials."

As Grand Marshal, Governor Sanford will lead the pre-race parade, address the crowd of 200,000 race fans, and then ride in the hot-lap pace car to start the race. As Honorary Starter, Lt. Governor Perdue will also address the crowd and wave the green flag to officially start the race. Both race officials will take part in a spectacular pre-race show, receive VIP tours of the pit and garage area, attend the pre-race drivers' meeting and make the awards presentation to the race winner in Victory Lane.

Mark Sanford was sworn in as the 115th Governor of South Carolina on January 15, 2003. Prior to being elected as governor, Sanford served in the U.S. Congress for six years. Sanford lives on the coast of South Carolina with his wife, Jenny, and their four young sons, Marshall, Landon, Bolton and Blake.

Beverly Perdue came into the second highest elected office in North Carolina after serving five terms in the state Senate and two terms in the state House, where she was consistently ranked as one of the most effective members of the North Carolina General Assembly. Perdue is from New Bern, NC. She and her husband, Bob Eaves, have four grown children.

Coca-Cola is the Official Soft Drink of NASCAR and the sponsor of the Coca-Cola 600. The Coca-Cola Racing Family includes top drivers Bobby Labonte, Dale Jarrett, John Andretti, Ricky Rudd, Steve Park, Jeff Burton, Tony Stewart, Bill Elliot, Michael Waltrip, and Kyle Petty.

SOURCE Coca-Cola Bottling Co. Consolidated

Lauren C. Steele of Coca-Cola Bottling Co. Consolidated,
+1-704-557-4551 □