

LICENSEE PINS "GENERIC"

Mascots

130. Hakon Skiing	35
131. Kristin Skiing	35
132. Mascots Waving	35
133. Mascots Sledding	35
134. Mascots with Viking Ship	35
135. Mascots Skiing with Flag	35
136. Mascots with Reindeer	35
137. Mascots with Polar Bear	35
138. Mascots W/ Atlanta "/ zzy'	35

PICTOGRAMS

139. Alpine Skiing	35
140. Freestyle Skiing	35
141. Cross Country	35
142. Nordic Combined	35
143. Ski Jumping	35
144. Biathlon	35
145. Figure Skating	35
146. Speed Skating	35
147. Short-Track Skating	35
148. Hockey	35
149. Bobsleigh	35
150. Luge	35

DAYS 1 TO 16 SERIES

151. Day 1	12.02.94	35
152. Day 2	13.02.94	35
153. Day 3	14.02.94	35
154. Day 4	15.02.94	35
155. Day 5	16.02.94	35
156. Day 6	17.02.94	35
157. Day 7	18.02.94	35
158. Day 8	19.02.94	35
159. Day 9	20.02.94	35
160. Day 10	21.02.94	35
161. Day 11	22.02.94	35
162. Day 12	23.02.94	35
163. Day 13	24.02.94	35
164. Day 14	25.02.94	35
165. Day 15	26.02.94	35
166. Day 16	27.02.94	35

MISCELLANY

167. Opening Ceremony	35
168. Closing Ceremony	35
169. LOOC with 5 rings	35
170. Atlanta '96 (All - Gold)	40
171. Atlanta / LOOC / Flags	40
172. Atlanta / LOOC Countries	40
173. Atlanta / LOOC Rectangle	40
174. Nagano '98/ LOOC	35
175. Official Pin Collector	80
176. Paralympics Atlanta	35
177. IOC Museum Lusanne	40
178. USA with rings	35

PRODUCTION TOTALS

In the feverish activity of Olympic pin collecting, The Coca-Cola Company is aware of the dedicated desire of all collectors, Norwegian and those from the far reaches of the globe, to know production totals or quantities produced of each pin. The perceived values have often been determined by these figures.

It's not the wish, however to mislead collectors or to put an overemphasis on these numbers. This is particularly so when some Coca-Cola branded Olympic pins are "on-going" from year to year.

An example of these type pins is the Historical Site Series, based on International Olympic Committee official posters and official marks. These pins have been impressively created in cloisonné enamel. This series was first introduced for the XV Olympic Winter Games in Calgary and updated for Albertville '92.

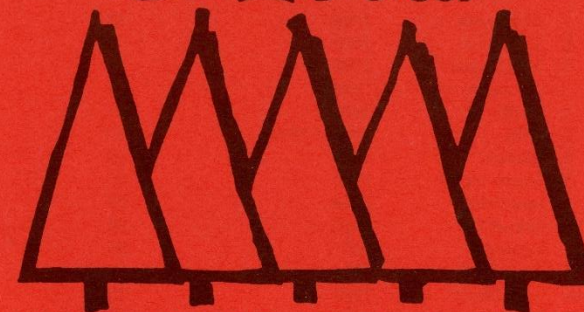
Just 500 of these "sets" were produced for the '94 Coca-Cola Official Olympic Pin Program in Lillehammer although an extra thousand individual pins were made of the Lillehammer / Coca-Cola composite logo pin and the revised Oslo '52 design.

Most of The Coca-Cola Company "special" production for the '94 Olympic Winter Games in Lillehammer and the Official Olympic Pin Trading and Mobile units ranges from several hundred to a few thousand of each pin. The "Pin-of-the-Day" Series is limited to 1,200 of each and, of course, will not be repeated.

PINMOBILE SCHEDULE

DATE	PINMOBILE 1	PINMOBILE 2
Feb 12.	Gjøvik	Hamar Rica Olrud Hotel
Feb 13.	Oslo	Kvitfjell
Feb 14.	Oslo City Mall	Strandtorget Mall
Feb 15.	Oslo City Mall	Kvitfjell
Feb 16.	Gjøvik	Hamar Rica Olrud Hotel
Feb 17.	Birkebeineren Ski Stadium	Kvitfjell
Feb 18.	Hamar Maxi Mall	Strandtorget Mall
Feb 19.	Hamar Vikingship	Kvitfjell
Feb 20.	Hamar Vikingship	Hamar Maxi Mall
Feb 21.	Hafjell	Hamar Vikingship
Feb 22.	Birkebeineren Ski Stadium	Hamar Maxi Mall
Feb 23.	Hafjell	Birkebeineren Ski Stadium
Feb 24.	Birkebeineren Ski Stadium	Hamar Rica Olrud Hotel
Feb 25.	Hafjell	Hamar Vikingship
Feb 26.	Hamar Maxi Mall	Gjøvik
Feb 27.	Hafjell	

Enjoy
Coca-Cola



OFFICIAL OLYMPIC
PIN TRADING
PROGRAM

THE XVII OLYMPIC WINTER GAMES, LILLEHAMMER 1994

TWO LOCATIONS

1

IN LILLEHAMMER

2

Storgata 54
in City Center

Marketplace
at Olympic Park

TWO PINMOBILES

Visiting locations in the
Olympic Region each day.



OFFICIAL SOFT DRINK OF THE 1994 WINTER GAMES

COCA COLA PINS:

PIN DIRECTORY & INFORMATION

A - HISTORICAL POSTER SERIES

		COST (NK)
Framed Set With 17 Pins 795		
1. Chamonix	1924	35
2. St. Moritz	1928	35
3. Lake Placid	1932	35
4. Garmisch	1936	35
5. St. Moritz	1948	35
6. Oslo	1952 (New)	35
7. Cortina	1956	35
8. Squaw Valley	1960	35
9. Innsbruck	1964	35
10. Grenoble	1968	35
11. Sapporo	1972	35
12. Innsbruck	1976	35
13. Lake Placid	1980	35
14. Sarajevo	1984	35
15. Calgary	1988	35
16. Albertville	1992	35
17. Lillehammer	1994	35

B - OLYMPIC SITE SERIES

		COST (NK)
Framed Set With 10 Pins 525		
18. Lysgardsbakkene Ski Jump		35
19. Hamar Amphitheatre		35
20. Hamar Olympic Hall		35
21. Gjøvik Cavern Hall		35
22. Kanthaugen Freestyle		35
23. Birkebeineren Ski Stadium		35
24. Lillehammer Hakon Hall		35
25. Hunderfossen Bob & Luge		35
26. Kvitfjell Skiing		35
27. Hafjell Skiing		35

C - PICTOGRAM SERIES

		COST (NK)
Framed Set With 12 Pins 595		
28. Alpine Skiing		35
29. Free - Style Skiing		35
30. Cross Country		35
31. Nordic Combined		35
32. Ski Jumping		35
33. Biathlon		35
34. Figure Skating		35
35. Speed Skating		35
36. Short - Track Skating		35
37. Hockey		35
38. Bobsleigh		35
39. Luge		35

D - HAKON / KRISTIN MASCOT SERIES

		COST (NK)
Framed Set With 10 Pins 300		
40. Mascots Skiing		25
41. Mascots Sledding		25
42. Hakon Fallen		25
43. Mascots Welcome		25
44. Mascots Catching Snow		25
45. Mascots Holding Hands		25
46. Mascots With LOOC Flag		25

E - FULL SCENE PUZZLE SERIES

	COST (NK)
47 - 56 Available in complete 10 - pin set only.	
Framed set	300
Not Framed	200

F - POLAR BEAR SERIES

	COST (NK)
Framed Set With 9 Pins 495	
57. Bears with Coke Bottle	35
58. Bobsleigh Bears	35
59. Cross Country Bear	35
60. Luge Bear	35
61. Hockey Bear	35
62. Speed Skating Bear	35
63. Figure Skating Bear	35
64. Ski Jumping (side)	35
65. Ski Jumping (front)	35

G - HOCKEY / FLAG SERIES

	COST (NK)
Complete 14 - Pin Set Not Framed	420

Groups A (gold - plating) and B (silver - plating) can be displayed in circular pattern. Innercircle pins included at no extra cost. When obtaining complete set.

66. Austria	Group A	35
67. Czech Republic	Group A	35
68. Finland	Group A	35
69. Germany	Group A	35
70. Norway	Group A	35
71. Russia	Group A	35
72. Canada	Group B	35
73. France	Group B	35
74. Italy	Group B	35
75. Slovakia	Group B	35
76. Sweden	Group B	35
77. USA	Group B	35
78. Center - Piece in Gold		20
79. Center - Piece in Silver		20

H - PIN-OF-THE-DAY SERIES

Limited Edition Series issued each day Feb. 12 - 27 on a restricted order and time basis at main center only.

80. Day 1	Opening Ceremony	40
81. Day 2	Torch Cauldron	40
82. Day 3	Valentine's Day	40
83. Day 4	Northern Lights	40

84. Day 5	Polar Bear Day	40
85. Day 6	Troll Day	40
86. Day 7	Atlanta '96	40
87. Day 8	Viking Day	40
88. Day 9	Mascots Day	40
89. Day 10	Viking Ship	40
90. Day 11	IOC Centennial	40
91. Day 12	Pin Trading Day	40
92. Day 13	Nagano '98	40
93. Day 14	1996 Countdown	40
94. Day 15	Takk / Thanks	40
95. Day 16	Closing Ceremony	40

INDIVIDUAL COCA - COLA PINS

96. Coke / LOOC Horizontal	35
97. Coke / LOOC Vertical	35
98. Bottle with LOOC Logo	35
99. Mascots with Coke Bottles	35
100. Pin Trading Center	35
101. Pin Trading Van	35
102. Atlanta '96 with Bottle	35
103. Bottle with LOOC Logo	35
104. Atlanta '96 with "Always"	35
105. CC with Atlanta (green)	35
106. Nagano '98 with Coke Logo	35
107. Bottle with Rings All - Gold	35
108. Logo with Rings All - Gold (large)	35
109. Logo with Rings All - Gold (small)	35
110. Large Mascot with Pendant	100
111. Large Mascot with Dual Fasternes	100
112. Coke / Atlanta Paralympics	35
113. "Always" Icon Logo	35
114. Coca Cola Minute Maid	35

CORPORATE PINS

TOP SPONSORS

116. Bausch & Lomb	35
117. CBS TV Network	35
118. Kodak Film	35
119. Panasonic	35
120. Sports Illustrated	35
121. Visa	35
122. Visa 5 - Pin Set	150
123. Xerox	35
124. TOP III Program	35
125. ISL Marketing	35

BIRKEBEINER SPONSORS

126. Sparebanken NOR	35
127. Statoil Norge	35
128. Televerket	35
129. Volvo Norge	35