

# *The Coca-Cola Company*

COCA-COLA PLAZA  
ATLANTA, GEORGIA

JOHN C. REID  
VICE PRESIDENT  
CORPORATE SOCIAL RESPONSIBILITY

ADDRESS REPLY TO:  
P.O. DRAWER 1734 NAT 1762  
ATLANTA, GA 30301

404-676-2122  
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November 18, 2009

Michael F. Jacobson, Ph.D.  
Executive Director  
Center for Science in the Public Interest  
1875 Connecticut Ave., NW, Suite 300  
Washington, DC 20009-5728

Mr. Bruce Silverglade  
Director of Legal Affairs  
Center for Science in the Public Interest  
1875 Connecticut Ave., NW, Suite 300  
Washington, DC 20009-5728

Dear Dr. Jacobson and Mr. Silverglade:

This letter responds to your letter of November 16 to Muhtar Kent.

Thank you for pointing out that in certain recent advertisements, we used the term “North America” to refer to actions the soft drink industry has taken in the United States and Canada with respect to beverages in schools. You assert that these advertisements were false and misleading because our use of “North America” implied that we have taken similar actions in Mexico. While we disagree that the advertisements were false and misleading or have any implication with respect to Mexico, we appreciate your bringing this matter our attention.

Our global business is organized into geographic groups, and the group we refer to as “North America” includes only the United States and Canada. Therefore, in using “North America” in the advertisements, we were referring only to our operations in those two countries, consistent with how we refer to them in our internal communications. In future public communications on this subject, however, we will refer specifically to the United States and Canada.

Your letter raises two other issues. The first relates to certain communication materials used in Mexico. You assert that these materials promote Coca-Cola to schoolchildren. The

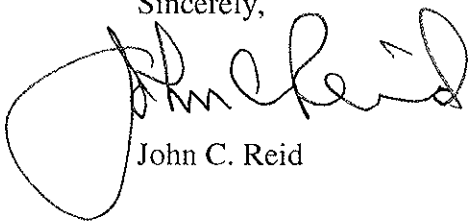
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second relates to soft drink industry policy with respect to sales of regular soft drinks in schools in other countries.

On the first matter, we have reviewed the materials that you have cited. Our understanding is that this program is no longer active in Mexico. Even so, we believe that they promote physical exercise, which is generally agreed to be a priority for children. The messages promoting hydration are for parents, not children, and are clearly directed to all beverages, not just Coca-Cola.

On the second matter, as you are aware, we are actively engaged in discussions on this topic with the World Heart Federation. We plan to share a proposed approach with them by the end of the year.

Sincerely,

A handwritten signature in black ink, appearing to read "John C. Reid". The signature is fluid and cursive, with a large loop at the beginning and a long tail.

John C. Reid

cc: Pekka Puska  
World Heart Federation

Ann Keeling  
International Diabetes Federation

Ricardo Uauy  
International Union of Nutrition Sciences