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Coca-Cola, URRC Open World's Largest Plastic Bottle-to-Bottle Recycling Plant

Coca-Cola launches multi-million dollar marketing effort in support of recycling expected to achieve nearly one billion impressions

SPARTANBURG, S.C.--(BUSINESS WIRE)-- The Coca-Cola Company and United Resource Recovery Corporation (URRC) joined government leaders and environmental experts today to celebrate the grand opening of the world's largest plastic bottle-to-bottle recycling plant in Spartanburg, S.C. As part of the celebration, Coca-Cola announced the launch of a multi-million dollar marketing effort supporting recycling called "Give it Back."

"Today we turn our commitments into action as we mark a key milestone in our goal to recycle and reuse 100 percent of our bottles and cans in the U.S. and ensure the sustainability of our packaging," said Sandy Douglas, president of Coca-Cola North America. "The opening of the Spartanburg plant, coupled with our investment in recycling businesses, programs and a new marketing effort, underscores our belief that our packaging has value and we want it back - both for our own supply chain and to support the myriad of other uses for recycled aluminum and plastic."

When fully operational, the plant will produce approximately 100 million pounds of food-grade recycled PET plastic each year - the equivalent of nearly two billion 20-ounce Coca-Cola bottles. Recycling PET for reuse yields significant environmental benefits. Over the next ten years the plant will prevent the release of one million metric tons of carbon dioxide emissions - the equivalent of removing 215,000 cars from the road. In addition to environmental benefits, the 30-acre Spartanburg plant has created 100 new jobs in the local community.

"We have been working with Coca-Cola for more than 10 years to help accelerate the development and commercialization of new, sustainable recycling technology," said Carlos Gutierrez, president of United Resource Recovery Corporation (URRC). "Today, we are not only proud to be part of the opening of the largest plant of its kind in the world, but also hopeful that Spartanburg can serve as an example of how investing in recycling infrastructure can have both environmental and economic benefits."

"Give it Back" Program

The "Give it Back" program is designed to remind consumers that Coca-Cola bottles and cans are valuable recyclables. The new multi-million dollar marketing effort supporting recycling will produce nearly one billion impressions in 2009 through billboard, print and television advertising, online messaging and promotional activities nationwide and at 600 college campuses across the United States.

"Coca-Cola has the unique ability to connect with millions of consumers every day through refreshment," said Katie Bayne, chief marketing officer, Coca-Cola North America. "Our

brands are inspiring people to join us in the act of recycling as we encourage consumers to 'Give it Back' and help us achieve our goal to recycle and reuse all of our bottles and cans."

Coca-Cola debuted a new television ad promoting recycling yesterday during the season premiere of American Idol on FOX, reaching millions of viewers. The 30-second ad, entitled "Portal," informs consumers that, "if you've had a Coke in the last 40 years, you've played a part in one of the largest beverage recycling efforts in the world." "Portal" will air during American Idol and other prime time programming during the first and second quarters. To view the ad and learn more about "Give it Back" please go to: www.livepositively.com.

New Year's Eve revelers at Times Square in New York City witnessed the "Give it Back" themed creative on Coca-Cola's iconic Times Square billboard. The animated billboard ad reminded people to recycle through the mantra "Recycle, Reuse, Repeat" and featured a series of "Give it Back" logos inside a Coca-Cola contour bottle.

"Give it Back" was first introduced on recycling bins and outdoor advertising during the Democratic and Republican National Conventions, where Coca-Cola Recycling, LLC, a joint venture between The Coca-Cola Company and its largest bottler, Coca-Cola Enterprises, served as the official recycling provider for both events. Similar outdoor advertising will run in Washington, D.C., New York City, Charlotte, N.C., and other major markets throughout this year. College students at more than 600 campuses also will participate in "Give it Back" themed recycling programs.

About The Coca-Cola Company

The Coca-Cola Company is the world's largest beverage company, refreshing consumers with more than 450 sparkling and still brands. Along with Coca-Cola, recognized as the world's most valuable brand, the Company's portfolio includes 12 other billion dollar brands, including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid and Georgia Coffee. Globally, we are the No. 1 provider of sparkling beverages, juices and juice drinks and ready-to-drink teas and coffees. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate of 1.5 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that protect the environment, conserve resources and enhance the economic development of the communities where we operate. For more information about our Company, please visit our website at www.thecoca-colacompany.com.

About URRC

United Resource Recovery Corporation (URRC), headquartered in Spartanburg, S.C., is a leader in PET recycling technology. In 1994, URRC completely revolutionized the PET recycling industry by developing and patenting the world renown Hybrid UnPET process for chemically super-cleaning PET flake for cost efficient food grade packaging. In 1996, the company entered into a five year development program with The Coca-Cola Company to commercialize the process by producing food-grade quality PET chip for bottle-to-bottle recycling. URRC provides manufacturing in the U.S. and offers licensing opportunities and engineering services for clients worldwide. For more information about URRC, please visit www.rrc.net.

About AMERICAN IDOL

AMERICAN IDOL is created and executive-produced by Simon Fuller, founder of 19 Entertainment; and executive-produced by Cecile Frot-Coutaz, CEO, FremantleMedia North America; and Ken Warwick, Executive Producer, FremantleMedia North America.

Source: The Coca-Cola Company