

December 12, 2013



The Board of Directors of the Coca-Cola Company Elects Ed Steinike as Senior Vice President; Robert J. Jordan Jr. as Vice President

Company Announces William D. Hawkins III to Retire as General Tax Counsel

ATLANTA--(BUSINESS WIRE)-- The Board of Directors of The Coca-Cola Company today elected Ed Steinike as a Senior Vice President and Robert J. Jordan Jr. as a Vice President. Jordan will succeed William D. Hawkins III as General Tax Counsel, who announced he will retire in March 2014 after 15 years of service with the Company.

Robert J. Jordan Jr., Deputy Tax Counsel, The Coca-Cola Company (Photo: Business Wire)

As Chief Information Officer, Steinike, 56, is responsible for the Company's global information technology strategy, services and operations. Steinike began his tenure

at the Company as Chief Technology Officer in 2002, and served as the Company's Chief Development Officer and CIO of the North America business from 2004 to 2007. He rejoined the Company in April 2010, after serving as Executive Vice President and Chief Information Officer at ING Insurance.

Prior to joining Coca-Cola, Steinike worked at General Electric for 26 years, holding positions of increasing responsibility in manufacturing, service, engineering and IT; including CIO for GE Energy Services and GE Medical Systems. He holds a Bachelor of Science degree in Electrical Engineering from Marquette University.

In his current role, Robert J. Jordan Jr., 53, serves as Deputy Tax Counsel for the Company, focusing on international tax matters in the Pacific and Latin America Groups, and overseeing various other functions within the Corporate Tax Department.

Jordan began his career with the Company in 1994 and has assumed roles of increasing responsibility. Prior to joining the Company, Jordan was a tax manager in the New York office of Arthur Andersen. He holds a Bachelor's degree from University of Pennsylvania's Wharton Business School, a Juris Doctorate from St. John's Law School and a Master of Laws in Taxation from NYU Law School.

The Company today also announced Vice President and General Tax Counsel William D. Hawkins III will retire in March 2014. A well-respected leader within the organization, Hawkins, 57, joined the Company in 1998 as a Senior Tax Counsel working with North America and Western Europe. In 2008, he assumed his current role as Vice President and General Tax Counsel for the Company.

Prior to joining the Company, Hawkins was a tax partner with the Washington office of White and Case LLP. Hawkins received his Bachelor of Arts and Juris Doctorate degrees from

Wake Forest University and a Master of Laws in Taxation from Georgetown University Law Center.

About The Coca-Cola Company

[The Coca-Cola Company](#) (NYSE: KO) is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still [brands](#). Led by Coca-Cola, one of the world's most valuable and recognizable brands, our Company's portfolio features 16 billion-dollar brands including [Diet Coke](#), [Fanta](#), [Sprite](#), [Coca-Cola Zero](#), vitaminwater, [Powerade](#), [Minute Maid](#), Simply, Georgia and [Del Valle](#). Globally, we are the No. 1 provider of sparkling beverages, ready-to-drink coffees, and juices and juice drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy our [beverages](#) at a rate of more than 1.8 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that reduce our environmental footprint, support active, [healthy living](#), create a safe, inclusive work environment for our associates, and enhance the economic development of the communities where we operate. Together with our bottling partners, we rank among the world's top 10 private employers with more than 700,000 system associates. For more information, visit [Coca-Cola Journey](#) at www.coca-colacompany.com, follow us on Twitter at twitter.com/CocaColaCo, visit our blog, [Coca-Cola Unbottled](#), at www.coca-colablog.com or find us on LinkedIn at www.linkedin.com/company/the-coca-cola-company.

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