

April 8, 2010



Recycle the Can, Donate the Tab, Refresh Communities

Mail in Green Sprite(R) Tabs to Help Contribute Up To \$500,000 for Habitat for Humanity(TM)

ATLANTA--(BUSINESS WIRE)-- How far can 10 cents a day go? Farther than you think! Sprite is giving consumers an easy and inexpensive way to give back to communities through the "Sprite Tabs for Habitat" program. During the month of April, look for specially marked Sprite or Sprite Zero(TM) multipacks or 12-oz single cans with a unique green tab and Habitat for Humanity logo. For each green tab consumers collect and mail in by May 30, 2010, Sprite will donate 10 cents to Habitat for Humanity, up to \$500,000. It's that easy. Enjoy your Sprite, recycle your can and send in the green tab. Visit www.spritetabsforhabitat.com for more information.

"Through the "Sprite Tabs for Habitat" program people can give back to their communities, help others, and recycle - all at the same time," said Augusto Elias, brand director, Sprite, Coca-Cola North America. "We encourage people with busy lifestyles to see this program as an opportunity to make a difference in their community by simply mailing in the green tabs found on Sprite and Sprite Zero cans."

Habitat for Humanity builds, repairs and rehabilitates safe, decent and affordable housing in partnership with low-income families in need. Sprite is making a minimum donation to Habitat for Humanity for \$250,000 and a percentage of the total funds raised will be allocated to help retrofit homes with water conserving appliances. "In addition to providing funds, "Sprite Tabs for Habitat" will help Habitat for Humanity provide awareness of the incredible need for affordable housing that exists in the United States and around the world," said Mark Crozet, senior vice president of Resource Development for Habitat for Humanity International. "We thank Sprite for the opportunity to participate in this program."

Only green Sprite and Sprite Zero tabs will count toward the program and all tabs must be received by May 30, 2010, to be accepted for donation to Habitat for Humanity. To participate, place the green tabs in a regular or padded envelope. If using a non-padded envelope, please limit the number of tabs to 20 in each envelope and mail to: Sprite Tabs for Habitat, P.O. Box 51412, Knoxville, TN 37950. At the conclusion of the program, Sprite will donate all tabs to a charitable organization to be recycled.

In addition to mailing in green Sprite or Sprite Zero tabs, My Coke Rewards(R) members can also help Habitat for Humanity by donating their My Coke Rewards points between now and May 30, 2010. My Coke Rewards points donated will deliver additional monetary support for Habitat for Humanity. For more information about this opportunity or how to become a member of My Coke Rewards, please visit www.spritetabsforhabitat.com.

Sprite will encourage consumers to participate in the program by placing Habitat for Humanity messaging on packaging, point of sale, and online. Additionally, Sprite is sponsoring ABC Goes Green, a micro site on ABC.com that focuses on offering consumers

tips, quizzes and videos on how to be more environmentally friendly. For more information, please visit <http://abc.go.com/site/abc-goes-green>.

About Habitat for Humanity International

Habitat for Humanity International is an ecumenical Christian ministry that welcomes to its work all people dedicated to the cause of eliminating poverty housing. Since its founding in 1976, Habitat has built, rehabilitated, repaired or improved more than 350,000 houses worldwide, providing simple, decent and affordable shelter for more than 1.75 million people. For more information, or to donate or volunteer, visit www.habitat.org.

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. 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, Simply 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 1.6 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.

Source: The Coca-Cola Company