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On Your Mark...Get Set...Start Walking for Better Health!

Coca-Cola and Dr. Ian Smith Introduce The Makeover Mile to Help Houston Residents Take First Steps Toward Improving Health and Overcoming Obesity

HOUSTON, March 3, 2011 /PRNewswire/ -- Lace up your sneakers, add some spring to your step and join Coca-Cola and TV's popular medical and diet expert Dr. Ian Smith on *The Makeover Mile*! This new initiative from Dr. Ian brings a one-mile walk and health fair to Houston to educate residents on living a more active, healthy lifestyle. The walks were created as an extension of Dr. Ian's popular 50 Million Pound Challenge program and are being made possible, in part, by Coca-Cola's Live Positively initiative.

"For decades, Coca-Cola has strived to make a positive difference in people's lives and the communities where they live, work and play," said Chris Dunkley, Director of Small Store, Coca-Cola Refreshments. "We are excited to partner with Dr. Ian to help people in Houston take those first steps on an important path to better health and well-being."

Throughout this Spring, Dr. Ian and *The Makeover Mile* will visit seven communities, including Houston, Dallas, Los Angeles, Washington, D.C., Atlanta, Philadelphia and Chicago. Houston's walk will kick-off at the University of St. Thomas and is anticipated to draw a crowd of families and friends from all neighborhoods. Local officials like Senator Rodney Ellis and Council Member Wanda Adams are expected to kick-off the walk with a few encouraging words for walkers.

Following the walk, participants and the public are invited to join a health fair that will provide free health screenings, fitness demonstrations and a healthy cooking demonstration led by local registered dietitian Carol Lapin of CSL Nutritional Services. Other physicians and health providers dedicated to helping people understand how to make simple changes to improve their quality of life will also attend. To learn more about this and other *The Makeover Mile* events, visit www.makeovermile.com.

Live Positively is the platform for The Coca-Cola Company's approach to sustainability. For the past 125 years, Coca-Cola has been committed to making a positive difference in the communities we serve by supporting meaningful programs and organizations. For more than 60 years, we have partnered with the Boys and Girls Clubs of America and in 2005 launched the Triple Play program, which has helped more than 1 million kids get physically active, eat healthier and increase their ability to engage in healthy relationships. We have also donated millions of dollars toward the restoration and renovation of our country's parks, helped turn thousands of old railroad tracks into trails for biking, walking and skating and provided support and funding for important issues like women's heart health and childhood obesity. Visit www.LivePositively.com to learn more about other programs Coca-Cola supports.

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. The Company's portfolio includes 14 billion dollar brands, including Coca-Cola, recognized as the world's most valuable brand, as well as Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply and Georgia. 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 1.7 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.

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