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The Coca-Cola Company and the Hispanic Scholarship Fund Partner to Help Hispanics Achieve College Dreams

Coca-Cola's #ForTheDream program inspires and empowers Hispanic teens and families to prepare, plan and pay for their college education

ATLANTA--(BUSINESS WIRE)-- Today Coca-Cola announced a donation of \$100,000 to the Hispanic Scholarship Fund (HSF), the nation's largest not-for-profit organization supporting Hispanic American higher education. In an effort to empower the Hispanic community and to raise additional money for HSF, Coca-Cola is donating \$1 for every post on Twitter and Instagram with the hashtag #ForTheDream, up to \$10,000.

"Financial pressure is one of the major challenges facing Latinos going to college," said Alba Adamo, Group Director of Hispanic Marketing at The Coca-Cola Company. "As a community supporter and partner of HSF, Coca-Cola's #ForTheDream program is helping provide Hispanic families with the resources needed to go to college and achieve a higher education."

The #ForTheDream program will also award one college tour experience and thirty-four \$500 grants via the #ForTheDreamSweeps sweepstakes to help cover education expenses. To enter the sweepstakes participants can post a selfie with someone who is helping them achieve their college dreams on Twitter or Instagram, and tag it using the hashtag #ForTheDreamSweeps. A My Coke Rewards product code can also be submitted as an entry on the website <http://Coke.com/ForTheDream>.

With a long-standing relationship of 34 years, Coca-Cola's #ForTheDream program is designed to further support HSF in its goal of providing scholarships to the country's best and brightest Latino students and supporting them on their path to obtaining a college degree.

"It is more important than ever for us to provide students and families with the resources they need to successfully complete a higher education," said Fidel A. Vargas, President and CEO, Hispanic Scholarship Fund. "Thanks to Coca-Cola, we will be able to increase support we provide to Latino students and their families."

The #ForTheDream program and #ForTheDreamSweeps began July 1, 2015, and ends Aug. 31, 2015. For more information, please visit <http://Coke.com/ForTheDream>.

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 20 billion-dollar brands including, Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, POWERADE, Minute Maid, Simply, Georgia, Dasani, FUZE TEA 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 1.9 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.

About the Hispanic Scholarship Fund

Founded in 1975, the Hispanic Scholarship Fund empowers Latino families with the knowledge and resources to successfully complete a higher education, while providing scholarships and support services to as many exceptional Hispanic American students as possible. HSF strives to make college education a top priority for every Latino family across the nation, mobilizing our community to proactively advance that goal – each individual, over a lifetime, in every way he/she can. HSF seeks to give its Scholars all the tools they need to do well in their course work, graduate, enter a profession, excel, help lead our nation going forward, and mentor the generations to come. As the nation's largest not-for-profit organization supporting Hispanic American higher education, the Fund has awarded over \$470 million in scholarships and provides a range of ancillary programs for students, HSF Scholars, Alumni, and parents. For more information about the Hispanic Scholarship Fund, please visit: HSF.net.

The Coca-Cola Company

Melina Baetti, 404-676-1533

mbaetti@coca-cola.com

or

Marlen Mursuli, 305-532-7950 ext. 230

marlen.mursuli@newlink-group.com

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