April 7, 2010

DASANI(R) Celebrates New PlantBottle(TM) Packaging with Limited Edition Green Hats Designed by Do-It-Yourself Expert Erica Domesek

Green DASANI Caps On New Bottles Deliver Recycling Message Nationwide

ATLANTA--(BUSINESS WIRE)-- DASANI$_{(R)}$ announced today that it has teamed up with PSIMadeThis.com founder/designer Erica Domesek to create a limited-edition line of green-colored hats that benefit Ocean Conservancy and promote the importance of recycling.

The stylish green hats - created by Domesek from everyday household materials - will support the launch of the new 100-percent-recyclable PlantBottle(TM) plastic bottle packaging, made from a blend of up to 30 percent plant-based materials.

Domesek's hat design aims to highlight the green cap on the new recyclable PlantBottle while promoting do-it-yourself fashion as another easy way consumers can fit recycling into their everyday lives.

"DASANI PlantBottle packaging is both made from renewable material and recyclable," said Abigail Greene, DASANI senior brand manager at Coca-Cola North America. "Erica's designs will help us spread the word of our West Coast DASANI PlantBottle roll out, and we have committed a substantial charitable donation to Ocean Conservancy to help support clean beaches, lakes and rivers."

The green hats were created using everyday household items including sweatpants, zippers from sweatshirts, buttons and thread. Consumers can receive a green hat through LA-based boutique Satine on www.SatineBoutique.com by entering their name and email address beginning April 7 through April 21. The first 10 consumers to enter daily after 9 a.m. PDT/12 p.m. EDT will receive a hat, with a limit of one green hat per entrant.

The hat recipients will be notified via email on Earth Day, April 22. In honor of Earth Day and in conjunction with the green hat giveaways, DASANI will make a donation to Ocean Conservancy for every hat given away. Satine will host an event at the boutique on April 21 to celebrate Earth Day and Ocean Conservancy. Erica Domesek will post insights on the green hat design program and everyday do-it-yourself tips at Dasani.com during Earth Month. She will also conduct pop-up green hat design sessions at key events - helping others create their own versions of the hat using everyday materials.

"It's time to give back - give back to the community by cleaning up our coastlines and waterways, give feedback to industry and policy leaders encouraging even greater innovation - and above all, give back to our oceans for all they give us," said Vikki Spruill, President and CEO of Ocean Conservancy. "Together, with DASANI and Erica, Ocean

Conservancy encourages everyone to do their part to clean up the environment and help us put an end to the problem of trash in our oceans, rivers and lakes."

"The do-it-yourself movement is all about recycling the resources you have to create something beautiful," said Domesek. "The DASANI PlantBottle and the green hat are both examples of ways we can recycle in our everyday lives - recycled material that can result in fashionable products we feel good about.

"It's great that the green hats will be available on Earth Day. I can't think of a more fitting day to celebrate being creative with our resources."

PlantBottle plastic bottles are made of up to 30% plant-based materials, which reduces dependence on a non-renewable resource - petroleum. PlantBottle is 100 percent recyclable, and preliminary research indicates that from the growing of the plant materials through to the production of the resin, the carbon footprint for the PlantBottle packaging is smaller than for bottles made with traditional PET. The Coca-Cola Company is the first-to market with a recyclable PET plastic bottle made partially from plants.

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.

Ocean Conservancy's International Coastal Cleanup is the world's largest volunteer event of its kind. Each year, hundreds of thousands of volunteers around the world remove trash and debris from our ocean, rivers and lakes and record everything they find. Ocean Conservancy compiles and analyzes this information to develop the world's only global snapshot of the problem of trash in our ocean. The 25th annual International Coastal Cleanup is scheduled for September 25th. To learn more, visit: www.oceanconservancy.org.

Erica Domesek is a distinguished design and style expert and founder of the innovative designer DIY brand "PS-I Made This...." Erica's creative motto, "I see it, I like it, I make it," reflects the belief that one can find inspiration anywhere and transform what one sees into something fabulous to wear, use or look at. With a keen eye and ability to make everything from fashion accessories to home decor accents and provide a vision for creative soirees, Erica's work has been featured in publications such as Teen Vogue, Glamour, Cosmopolitan, Vogue Nippon, Domino and GQ, among others. She has styled and designed campaigns for international brands such as Kate Spade, Tumi, J.Crew, Anthropologie, Roxy, Sigerson Morrison, and True Religion, Helmut Lang. Erica has worked as a spokesperson and stylist for Sharpie and is launching the PS- I Made This... book in September 2010. www.psimadethis.com

Satine is a unique luxury retailer inspired by owner Jeannie Lee's love for both the quirky and the sophisticated. Influenced by the fashion forward street styles of Japan, Paris,

Australia, New York and Los Angeles, Satine stocks major international fashion brands alongside hard to find indie labels. Lee's global perspective, combined with the carefree whimsical freedom of Southern California style, has made Satine the must-shop boutique that all of fashionable Los Angeles turns to for its wardrobe. Once a small boutique carrying only shoes and accessories, Satine has blossomed into a retail mainstay on the Los Angeles scene, stocking ready to wear straight off the runways and fledgling indie designers all under the same roof. The eclectic collection is reflective of Lee's own chic and independent style, where vintage meets luxe. Classic designers, such as Lanvin, Balenciaga, Jason Wu and Thakoon, mingle with cult labels including Tsumori Chisato, Azzedine Alaia, Dries van Noten and Isabel Marant. www.satineboutique.com

Source: The Coca-Cola Company