

February 19, 2009



# The Coca-Cola Company Increases Annual Dividend by 8 Percent; 47th Consecutive Annual Increase

## Board of Directors Elects Javier Goizueta as Vice President

ATLANTA--(BUSINESS WIRE)-- The Board of Directors of The Coca-Cola Company today approved the Company's 47th consecutive annual dividend increase, raising the quarterly dividend approximately 8 percent from 38 cents to 41 cents per common share. This is equivalent to an annual dividend of \$1.64 per share, up from \$1.52 per share in 2008. The dividend is payable April 1, 2009, to shareowners of record as of March 15, 2009.

The increase reflects the Board's confidence in the Company's long-term cash flow. The Company returned \$4.6 billion to shareowners in 2008, through \$3.5 billion in dividends and \$1.1 billion in share repurchases. In the past five years, the Company's dividends have grown at a compound annual rate of more than 10 percent.

The Board also elected Javier Goizueta as vice president of the Company. Earlier this month, he was named president of The McDonald's Division. In this role, he will be responsible for building and strengthening the Company's strategic alliance with McDonald's in 118 countries and over 31,000 restaurants. Mr. Goizueta succeeds Jerry Wilson, who was recently named the Company's chief customer and commercial officer.

Since joining the Company in 2001, Mr. Goizueta has served as vice president, USA within The McDonald's Division, vice president, Global Still Beverages Operations and Commercialization, and vice president, Global New Business Models. Prior to joining The Coca-Cola Company, he spent 20 years with Procter & Gamble, 10 years in their U.S. Operations and 10 years in Latin America. Trilingual in Spanish, English and Portuguese, Mr. Goizueta received his Bachelor of Arts degree from Auburn University.

The Coca-Cola Company is the world's largest beverage company, refreshing consumers with nearly 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 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 nearly 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](http://www.thecoca-colacompany.com).