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The Coca-Cola Company Engages Its Global System to "Switch Off" Lights in Support of Earth Hour

Company Demonstrates Continued Commitment to Action on Climate Change

ATLANTA--(BUSINESS WIRE)-- The Coca-Cola Company announced today that it will darken many of its iconic signs as well as offices and bottling facilities across the world in support of World Wildlife Fund's Earth Hour on Saturday, March 27 at 8:30 p.m. local time. The Company also is participating in awareness-raising events with its "Switch Off" campaign encouraging Coca-Cola employees along with their families and friends to participate in Earth Hour activities.

Earth Hour is an event during which millions of people will turn out their lights for one hour in support of action on climate change. This year marks the fourth year of the event, which attracted more than 80 million participants in the U.S. last year, and nearly a billion people around the world, as lights dimmed on such global icons as the Eiffel Tower in Paris, Sydney's Opera House, the Great Pyramids of Giza and New York's Empire State Building.

"As the most recognized brand in the world, The Coca-Cola Company lends its weight to the most important issue facing our planet today," said Carter Roberts, president & CEO of World Wildlife Fund. "By helping to support Earth Hour, Coca-Cola joins WWF and millions of people around the world to send a clear message about the problem of climate change and the urgent need for solutions."

"Forging real progress toward a cleaner future will require behavioral changes from consumers and business," said Muhtar Kent, Chairman and CEO of The Coca-Cola Company. "Earth Hour is an important, symbolic event that demonstrates that even small steps, when taken on a global scale, can make a difference in addressing climate change."

The Coca-Cola Company will darken iconic signs in Times Square in New York, Piccadilly Circus in London, San Pedro Sula in Honduras and Kings Cross in Sydney. In North America, 30 Coca-Cola Digital Network locations will go to black screen during the event, and Earth Hour promotions will run on these screens leading up to and following the event. More than \$1 million worth of cinema advertising was donated by Coca-Cola Canada for Earth Hour promotions in Canada. Coca-Cola Great Britain has launched an integrated campaign to drive awareness of the event with customized creative on its Piccadilly Circus sign, estimated to be seen by 2.4 million viewers in the two weeks prior to the event.

In Atlanta, the Company's worldwide headquarters, the World of Coca-Cola, Coca-Cola Enterprises and Coca-Cola North America will go dark; Earth Hour messages will be displayed on lobby monitors; and employees will be encouraged to wear black the Friday prior to the event as additional promotion.

The Coca-Cola Company and its bottling partners are working to lessen their climate footprint by focusing efforts on four key areas where they can have the greatest impact on climate protection: refrigeration equipment; packaging; manufacturing; and fleet. Coca-Cola recently announced that all new vending machines and coolers, the largest component of its climate footprint, will be hydrofluorocarbon-free (HFC-free) by 2015, which will reduce the equipment's direct greenhouse gas emissions by 99 percent.

To learn more about Earth Hour or to get involved, please visit www.earthhour.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. Together with Coca-Cola(R), recognized as the world's most valuable brand, the Company's portfolio includes 14 billion dollar brands, including Diet Coke(R), Fanta(R), Sprite(R), Coca-Cola Zero(R), vitaminwater, Powerade(R), Minute Maid(R), Simply(R) and Georgia(R) 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 web site at www.thecoca-colacompany.com.

Source: The Coca-Cola Company