

January 24, 2008



Church's Chicken(R) and Coca-Cola Sign Multi-Year Beverage Agreement

ATLANTA--(BUSINESS WIRE)--

Church's Chicken(R) announced a multi-year renewal of its existing beverage contract with The Coca-Cola Company today. Under the terms of the agreement, Coca-Cola FoodService and Hospitality, the division of Coca-Cola North America that serves the restaurant and foodservice industry, will continue to be the beverage provider for Church's Chicken(R), supplying soft drinks including Coke(R), Diet Coke(R), and Sprite(R) to 1200 Church's locations nationwide.

The Coca-Cola Company has been the preferred beverage partner for Church's Chicken(R) since 1952, the quick-service chicken brand's founding year. This long-standing agreement has resulted in over 55 years of consistent service for Church's customers. The partnership also serves as a unified contract for the domestic beverage program for the Church's franchisee community.

"Coca-Cola brings a full range of products and support, including marketing and consumer insights, in addition to providing the best soft drinks to our valued customers," said Harsha V. Agadi, Chief Executive Officer, Church's Chicken(R). "We know they'll be great partners who will support, establish and implement future marketing programs to help Church's grow our business and our profits."

"Church's has been a great customer, and we're excited to continue our long-term partnership with them to delight consumers with great tasting chicken and quality Coke beverages," said Chris Lowe, President, Coca-Cola FoodService.

About Church's Chicken(R)

Founded in San Antonio, Texas, in 1952, Church's Chicken(R) is a highly recognized brand name in the QSR sector and is one of the largest quick-service chicken concepts in the world. Church's Chicken(R) serves freshly prepared, high quality, flavorful chicken and tenders with signature sides and hand-made from scratch biscuits at low prices and differentiates from its competitors in care and attention given in preparation of food, and is positioned as the Value Leader in the Chicken QSR category. As of December 2007, the Church's system had 1,600 locations worldwide in 19 countries, with system sales exceeding \$1 billion. Visit www.churchs.com for more information about Church's.

About Coca-Cola FoodService

Coca-Cola FoodService serves the restaurant and hospitality industry as part of The Coca-Cola Company -- the world's largest beverage company. Along with Coca-Cola(R), recognized as the world's most valuable brand, the Company markets four of the world's top five nonalcoholic sparkling beverage brands, including Diet Coke(R), Fanta(R) and Sprite(R), and a wide range of other beverages, including diet and light beverages, waters, juices and juice drinks, teas, coffees, energy and sports drinks. Through the world's largest

beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate exceeding 1.4 billion servings each day. For more information about The Coca-Cola Company, please visit our website at www.thecoca-colacompany.com.

Source: The Coca-Cola Company