

October 2, 2012


THE  COMPANY

Coca-Cola Funding and Volunteer Event Propel Critical Watershed Restoration to Near Completion

The Indian Valley Restoration Project comes to life as Coca-Cola partners with public and private entities to “Return What We Use.”

- A key component of Coca-Cola’s water stewardship is replenishing water in communities and nature through the support of healthy watersheds and community water programs.

PLACERVILLE, Calif.--(BUSINESS WIRE)-- Standing side by side with conservation groups and forestry officials, Coca-Cola (NYSE: KO) associates are getting their hands dirty to turn The Company’s \$200,000 grant into a water-replenished, 500-acre meadow that sits atop the Sierra Divide and is in the headwaters of the Mokelumne River watershed.

 Standing side by side with conservation groups and forestry officials, Coca-Cola associates are gett ...

Standing side by side with conservation groups and forestry officials, Coca-Cola associates are getting their hands dirty to turn The Company’s \$200,000 grant into a water-replenished, 500-acre meadow that sits atop the Sierra Divide and is in the headwaters of the Mokelumne River watershed. (Photo: Business Wire)

The funding for the Indian Valley Restoration Project was boosted to nearly \$367,000 with the help of the National Fish and Wildlife Foundation (NFWF).

The Mokelumne River watershed accounts for 94 percent of the East Bay Municipal Utility District impacting much of Contra Costa and Alameda Counties. This includes Coca-Cola’s San Leandro production facility which derives its water from East Bay Mud.

http://www.ebmud.com/sites/default/files/pdfs/water_supply_system2003.pdf

Rene Hom, Coca-Cola’s vice president of Product Supply Systems for the Northwest Region, which includes Northern California, said The Company’s aim is to meet its water needs while helping to conserve watersheds and improve community access around the world.

“Water stewardship is top of our list of sustainability efforts,” Hom said. “Coca-Cola is committed to replenishing water to communities and nature through local projects, such as this. Our other two objectives are to reduce the amount of water we use in producing our beverages and recycling water used in our manufacturing processes so it can be returned safely to the environment.”

The work is nearly completed after 25 Coca-Cola associates spent September 29 planting willows and other natural foliage that will keep the water patterns healthy for habitat and downstream users. The outcome will be a stream that can access the floodplain and spread out, reducing the energy of the water flow and re-watering the nearby meadow. Similar to

environmental sustainability, community support is the foundation of Coca-Cola's Live Positively Commitment. <http://m.livepositively.com/>

Randy Moore, Pacific Southwest Regional Forester for the U.S. Forest Service, said his office will continue build upon the model established with Coca-Cola and explore new ways to accomplish collaborative ecological restoration work. Other volunteer partners include NFWF, American Rivers, Alpine Watershed Group, Foothill Conservancy, Institute for Bird Populations, Center for Sierra Nevada Conservation and the Washoe Tribe of Nevada and California.

"The Indian Valley Restoration Project is proof of what can happen when people work toward a common vision," Moore said. "Coca-Cola's example of seeing beyond the bottling plant to sustaining the forest ecosystems is a view that includes the greater good."

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, the world's most valuable brand, our Company's portfolio features 15 billion dollar brands including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply, Georgia 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 1.8 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 employees. For more information, please visit www.thecoca-colacompany.com or follow us on Twitter at twitter.com/CocaColaCo.

For more information on Coca-Cola's commitment to recycling, water conservation, and climate protection and what you can do to help, go to: http://livepositively.com/en_us/planet?WT.srch=1#/planet

The U.S. Forest Service

The U.S. Department of Agriculture Forest Service is a Federal agency that manages public lands in national forests and grasslands. The Forest Service is also the largest forestry research organization in the world, and provides technical and financial assistance to state and private forestry agencies. The mission of the USDA Forest Service is to sustain the health, diversity, and productivity of the Nation's forests and grasslands to meet the needs of present and future generations. The Pacific Southwest Region of the U.S. Forest Service manages 20 million acres of National Forest land in California and assists the State and Private forest landowners in California, Hawaii and the U.S. Affiliated Pacific Islands. Eighteen national forests are located in this region. For more information, please visit <http://www.fs.usda.gov/r5> or follow us on Twitter at usfs_r5.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50427135&lang=en>

The Coca-Cola Company
Corby Casler, 425-990-2542

C: 206-669-2978
ccasler@coca-cola.com

Source: The Coca-Cola Company