

December 14, 2011



The Coca-Cola Company to Announce Partnerships to Develop Commercial Solutions for Next-Generation PlantBottle™ Packaging

ATLANTA--(BUSINESS WIRE)-- The Coca-Cola Company will announce it is working with leading technology partners to develop commercial solutions for next-generation PlantBottle™ packaging at a global media briefing on Thursday, December 15, 2011, in New York City. Media will be able to join the briefing in person or participate via a two-way conference line.

WHAT: Joint announcement regarding next-generation PlantBottle™ packaging

WHO: Rick Frazier, Vice President, Commercial Product Supply, The Coca-Cola Company CEOs from partner companies

WHEN: Thursday, December 15, 2011
10:00-11:00 AM ET (Please arrive 10 minutes early to pass through lobby security)

WHERE: 'Tower East West' Conference Room
10 on the Park
Time Warner Center
North Tower, 10th Floor
60 Columbus Circle
New York, NY 10019
Main Entrance on West 60th St. (at Broadway)

DIAL IN: US/CAN Toll free: 800-401-3551
International Toll: 913-312-0844
Conference ID: 3542286

R.S.V.P.: Please contact Christine Shapiro at christine.shapiro@bm.com to R.S.V.P. to the press event or for more information.

NOTE: Interviews with select spokespersons from the companies available upon request on site and by phone immediately after the briefing, subject to availability. Those contact details will be available in the press release.
B-roll and still images will be available for media. Those details will be available in the press release, also.

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. 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 1.7 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.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50107421&lang=en>

The Coca-Cola Company
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Source: The Coca-Cola Company