

*The Coca-Cola Company*COCA-COLA PLAZA
ATLANTA, GEORGIAE. NEVILLE ISDELL
CHAIRMAN AND CHIEF EXECUTIVE OFFICER

June 27, 2007

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The Honorable Edward J. Markey
Chairman
House Subcommittee on Telecommunications and the Internet
Congress of the United States
Washington, DC 20515

Dear Representative Markey:

I appreciate your letter of June 19 and share many of your concerns about the nutritional and dietary wellbeing of America's young people. Your leadership on this issue is extremely important; the problem is complex and we all need to work together to find the right solutions.

Like our colleagues at Kellogg's, the Coca-Cola system in the United States is taking action. In keeping with our current marketing practices in the U.S.:

- We are committed to refraining from advertising any of our beverages on any media that is primarily directed at children under 12.
- We are committed to avoiding the use of third party licensed characters in any form of company advertising on any media that is primarily directed to children under 12.
- We are committed to not sponsoring product placements for any of our beverages in any medium primarily directed at children under 12.
- We are committed to continuing to work toward 100% implementation of the American Beverage Association's School Beverage Guidelines. These guidelines were put in place in May, 2006, with the full endorsement of former President Bill Clinton and the American Heart Association. The guidelines accelerate the shift to nutritious and low- and no-calorie beverages for children in elementary, middle and high schools. We are on track to implement the guidelines in 75% of schools where our system has beverage agreements. We will reach our 100% implementation goal by the beginning of the 2008 school year.

These practices are already in place in the U.S., some of them date back more than 50 years.

The Coca-Cola system also continues to provide a broad range of choices that fit within active lifestyles.

- We are expanding our beverage portfolio through package and product innovations and acquisitions in order to offer the broadest range of beverages to meet changing consumer needs.
- We are increasing the number of new beverages with low- or no-calories and introducing light versions of existing beverages.

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Finally, we continue to find ways to educate consumers and to encourage active lifestyles. For example:

- The Coca-Cola Company was the first to voluntarily introduce dual labeling that shows nutritional information for both single serving and full package on primary packages and containers of full calorie beverages.
- We participated in an industry wide rollout of caffeine labeling on products with added caffeine earlier this year.
- On June 13, we announced a \$2.5 million commitment to the National Park Foundation to support programs designed to revitalize and restore more than 18,000 miles of nature trails and walking paths.
- We committed \$6 million to develop Triple Play, a 3-part curriculum designed to teach youngsters how to make good nutritional choices, how to make physical activity a natural part of their every day and how to work out differences and make long-lasting friendships as part of a joint effort with the Department of Health & Human Services and the Boys & Girls Clubs of America.
- And, we are among the first companies to publicly support the Children's Food and Beverage Initiative. This program is expressly based on the approach that self regulation is effective; that food and beverage advertising can play a positive role in promoting healthy and active lifestyles by providing information about a range of choices available to consumers; and that ultimate responsibility for a child's behavior is with the parents.

There is no denying that obesity is a complex issue. Despite best efforts – from public and private enterprise to government, media and schools – obesity is still on the rise. But I believe that through a commitment by all of us to keep working together and actions such as the ones our system is taking, we can create sustainable solutions that will benefit America's children now and in the future.

Thank you again for reaching out to The Coca-Cola Company. I look forward to our continued partnership and dialogue.

Sincerely,

