

Children's Food and Beverage Advertising Initiative:
The Coca-Cola Company's Pledge

FINAL

Section A -- Identifying Information

A1: Corporate name and address

The Coca-Cola Company
One Coca-Cola Plaza
Atlanta, GA 30313
+1-404-676-2121
www.thecoca-colacompany.com

A2: Name of point of contact for implementation of Pledge

Diana Garza Ciarlante
Director, Public Affairs Communications
404-676-0941
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A3: Name of specific entity/entities covered by Pledge

Coca-Cola North America

A4: Name of each brand and/or product line covered by Pledge

All brands of Coca-Cola North America

Section B -- Core Principles

B1: Advertising Messaging Principles

Coca-Cola North America shares the concerns for the nutritional and dietary wellbeing of America's young people. These are important issues and the problems are complex. We recognize the need to work together to find the right solutions.

The Coca-Cola system in North America recognizes the positive role it can play in developing and promoting affordable, healthy and nutritious beverage choices and in promoting healthy lifestyles. To help us define and update this role over time, we listen to our customers and consumers and to parents, teachers, doctors and other community leaders. Accordingly, our current advertising policy reflects our commitment to support parents and other caregivers in their role as gatekeeper in all decisions affecting the lives of their children including beverage choice.

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Under the Children's Food and Beverage Initiative's nutrition criteria, Coca-Cola North America has a number of beverage brands that qualify to be featured on television, radio, print and interactive media primarily aimed at children under 12. These categories include water, juice, dairy and beverages fortified to address children's nutritional gaps.

All our products are wholesome and suitable for all consumers. At the same time, we understand that children are impressionable, and we respect the role of parents and caregivers in raising children. Therefore, we are committed not to directly market messages for any of our beverages to children under 12.

We have historically not placed – and continue the practice today of not placing – advertising for any of our beverages on any media that is primarily directed to, and has an audience of 50% or more, children under the age of 12.

B2: Compliance of advertising messaging principles

Coca-Cola North America fully supports self-regulation. We will continue to adhere to all applicable laws and will be guided by our federal, state and local government. We also will continue to abide by self-regulated industry standards such as those of the Children's Advertising Review Unit of the Council of Better Business Bureau, the American Beverage Association and the Grocery Manufacturers Association/Food Producers Association.

Coca-Cola North America continues to expand our beverage portfolio through package and product innovations and acquisitions in order to offer the broadest range of beverages to meet changing consumer needs. As we develop brands, we may consider advertising those brands that meet the Initiative's nutrition criteria on programming directed to children under 12. Should we choose at any point in the future to do so in the United States, it is our intent to ensure that formulations and messaging are consistent with current Pledge guidelines on promoting healthy and active lifestyles among children. In keeping with the requirements of the Initiative, we would submit a revised Pledge for review and approval that would adhere to Pledge guidelines.

B3: Use of licensed characters

As we have in the past, Coca-Cola North America will continue to be responsible when pairing our brands in licensing and promotional activities that include other food categories. We shall continue to avoid the use of third party licensed characters in any form of company advertising on any media that is primarily directed to children under 12.

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B4: Product placement

Coca-Cola North America will not feature our beverages within editorial content of any medium primarily directed to children under 12.

B5: Interactive games

Coca-Cola North America does not conduct promotional efforts on interactive games that are directed primarily to children under 12. If we determine that marketing to children under 12 will occur in interactive games, we will submit a revised Pledge for review and approval to CBBB.

B6: Advertising in schools

Coca-Cola North America and its U.S. bottling system do not advertise in schools. We use the Company's Model School Guidelines for School Beverage Partnerships to guide all school agreements. The American Beverages Association's School Beverage Guidelines, which were developed in 2006 builds upon the Company's Model School Guidelines. The revised guidelines limit beverages in schools to:

- Bottled water and up to 8 ounces of 100% juice or milk for elementary school students
- Bottled water and up to 10 ounces of 100% juice or milk for middle school students
- Bottled water and up to 12 ounces of 100% and light juices, teas, sports drinks and flavored water, as well as low- and no-calorie sparkling beverages

These new standards were developed in direct consultation with leaders from the education community. They are designed to support parents and educators in guiding young people to learn how to make responsible choices. They serve as the beverage criteria for the Healthy Schools Program. They accelerate the shift to lower-calorie and nutritious beverages that children consume during the regular and extended school day. And, they have the endorsement of the Alliance for a Healthier Generation which includes the William J. Clinton Foundation and the American Heart Association.

In accordance with the Company's Model School Guidelines for School Beverage Partnerships, as well as local laws and regulations, Coca-Cola North America and its bottling system partners have been actively converting the product offerings available in vending machines to comply with the guidelines. Vend fronts in schools at all levels are being updated to replace full calorie sparkling beverage brands, with brands consistent with the product guidelines above or non-commercial messaging. These guidelines do not prevent the company or its U.S. bottlers from offering appropriate programs to schools that encourage physical activity, academic achievement and positive youth development.

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B7: Implementation schedule

Coca-Cola North America has always taken seriously its responsibility to be a good corporate citizen. We recognize that obesity is a complex and serious public health problem. We all need to work together to find the right solutions. We are committed to offering consumers a variety of beverages to choose from in a broad mix of package sizes to suit all occasions and lifestyles. Our commitment also encompasses adhering to the right policies in schools and the marketplace; encouraging physical activity and promoting nutrition education; and continuously meeting changing consumer needs through innovation. We are dedicated to playing an appropriate role in helping to address this issue in cooperation with governments, educators and consumers through science-based solutions and programs.

Coca-Cola North America's marketing practices are already in place in the U.S. and are being fully implemented. Some of them date back more than 50 years. We are working aggressively with our foodservice and bottling partners to ensure we continue to adhere to them.

Section C -- Supporting Data

In accordance with the Initiative, we will submit appropriate brand media plans to the CBBB to demonstrate that we are in compliance with our current advertising marketing practices as it related to children under 12.

As referenced earlier, as we develop brands, we may consider advertising those that meet the nutritional criteria set by the Children's Food and Beverage Initiative on programming directed to children under 12. Should we choose at any point in the future to do so, Coca-Cola North America will submit for review and approval:

- A revised Pledge specifying the brands we will promote
- Corresponding media plans
- Relevant consumer research, nutrition information and media information that we rely on to make appropriate media purchasing decisions.