

Council for Better Business Bureau
Children's Food and Beverage Advertising Initiative
Coca-Cola North America's Pledge
Restated
October, 2010

Coca-Cola North America is committed to working with our industry partners, academia, government and non-government organizations and community leaders all across the globe to find and implement workable solutions to the issues of obesity.

For nearly 125 years, The Coca-Cola System in the United States has maintained a strong bond with our consumers and the communities we serve. We continue to nurture this relationship by developing and promoting a variety of beverage choices that provide refreshment, enjoyment, nutrition and hydration; by offering a portfolio of beverage choices that meet individual preferences and requirements; and by promoting active healthy lifestyles. We are committed to continuing to innovate on a wide range of refreshing beverages and packages that meet the ever-changing needs of people of all ages and lifestyles. And, we are committed to marketing our products responsibly. That is our promise.

Coca-Cola North America shares the CBBB's concern for the well-being of America's youth related to nutrition, diet, physical activity and lifestyle. We believe that a responsible, self-regulatory approach is the best way to achieve any changes that need to be made.

Accordingly, we are revising and replacing our current advertising to children policy for the United States so that we can better support parents and other caregivers in their role as gatekeeper in all decisions affecting the lives of their children including beverage choice.

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

L.Celeste Bottorff
Vice President, Living Well
404-676-4373
404-598-4373
lbottorff@na.ko.com

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 Company-owned brands

Section B: Core Principles

B1: Advertising Messaging Principles

Coca-Cola North America recognizes the positive and important role it can play in developing and promoting a variety of beverage choices for young people that provide refreshment, enjoyment, nutrition and hydration and in promoting active, healthy lifestyles. To help us do that, we define and update our operating guiding principles from time to time. We listen to our customers as well as to our consumers, many of whom are parents, teachers, doctors and community leaders.

In response to their needs, our current advertising policy reflects our commitment to support parents and other caregivers in their special roles as gatekeepers in all decisions affecting the lives of their children, including beverage choice.

Coca-Cola North America will not place any of our brands' marketing in television, radio and print programming that is primarily directed to children under the age of 12 and where the audience profile is higher than 35% of children under 12.

We firmly believe that all of our products are of the highest quality and suitable for all consumers. But at the same time, we understand that children are impressionable, and we respect the role of parents and caregivers in raising them.

B2: Compliance of advertising messaging principles

Coca-Cola North America's marketing to children practices are already in place in the U.S. and are being fully implemented. 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 relates to children under 12.

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, the Grocery Manufacturers Association and the Healthy Weight Commitment Foundation.

Coca-Cola North America continues to expand its beverage portfolio through package and product innovations and acquisitions in order to offer the broadest range of beverages to meet changing consumer needs. 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 in order to ensure that the revised Coca-Cola North America self-regulated pledge adheres to the Children's Food and Beverage Advertising Initiative.

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.

B4: Product placement

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

B5: Interactive games

Coca-Cola North America recognizes the growing use of the Internet and mobile phones amongst children. While we believe the Internet can be a wonderful learning tool and mobile phones may be considered a necessity, Coca-Cola North America will not buy advertising on Internet sites/mobile phones directly targeted to children. Where data is available, we will not place our marketing messages on internet or mobile phone programs where more than 35% of the audience is comprised of children. Coca-Cola North America does not conduct promotional efforts on interactive games that are directed primarily to children under 12.

B6: Advertising in schools

Coca-Cola North America does not advertise in schools. We maintain the classroom as a commercial-free zone. This policy does 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.

Along with its U.S. bottling system, Coca-Cola North America adheres to the American Beverages Association's School Beverage Guidelines (SBG), developed in 2006, to guide all US school agreements. These 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 for high schools

These standards were developed in direct consultation with leaders from the health and education communities. They are designed to support parents and educators in guiding young people to learn how to make responsible choices. 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 SBG 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 continue to be updated and have replaced full calorie sparkling beverage brands with brands consistent with the product guidelines above.

B7: Implementation schedule

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.

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 government and non-government organizations, health professionals, academia, educators and consumers through science-based solutions and programs.