

Detailed Performance Review

This chart provides a summary of our self-assessed performance and progress from August 2007 through July 2008. For instances where the data is collected on an annual basis, the data reflects the calendar year of January to December 2007. We have also included our performance rating reported in our *2006 Corporate Responsibility Review*, which reflected performance from June 2006 through July 2007 and data for the 2006 calendar year, for comparison.

Progress Ratings (Self-Assessment): ● excellent ● significant ● moderate ○ minimal — not rated

MARKETPLACE

Performance Metric	Progress		What We Are Doing
	2007	2006	
Health and Nutrition	●	—	<ul style="list-style-type: none"> Participate in nationally tailored nutrition labeling programs in many regions and countries, including Australia, the European Union, Latin America and the United States. Introduced 85 fortified beverages to consumers in 2007.
Responsible Marketing	●	—	<ul style="list-style-type: none"> Launched more than 150 new low- and no-calorie drinks in 2007, increasing our low- and no-calorie beverage portfolio by 17%. In 2007, the Company and The Coca-Cola Foundation made \$6 million in charitable contributions to support health and wellness programs.
Product Quality	●	●	<ul style="list-style-type: none"> Adhere to the Model Guidelines for School Beverage Partnerships and the American Beverage Association's policy regarding the sale of beverages in schools in the United States; in Europe, we support the Union of European Beverage Association's commitments to marketing to children and the sale of beverages in schools. In 2007, we broadened our "Marketing and Advertising to Children Policy" to state that no children under the age of 12 will be directly targeted by any of our marketing messages in traditional advertising for any of our products.
Supplier Diversity	●	●	<ul style="list-style-type: none"> Increased our Company's Global Product Quality from 94.2 to 94.5, 2006 versus 2007. Increased our Company's Global Package Quality from 89.2 to 90.4, 2006 versus 2007. Measured key product and package quality attributes to ensure our beverage products in the marketplace meet Company requirements and consumer expectations.
	●	●	<ul style="list-style-type: none"> Spent more than \$366 million with 400+ first- and second-tier minority- and women-owned business enterprises (MWBE) in 2007, a 23% increase over 2006. Partner with more than 50 national, regional and local organizations and five universities as part of our MWBE education programs. Since 2000, we have trained 400+ associates on supplier diversity and have identified advocates throughout all business functions in the Company. Named one of "America's Top Organizations for Multicultural Business Opportunities" by <i>DiversityBusiness.com</i>, and one of the "Top 50 Corporations for Supplier Diversity" by <i>Hispanic Trends</i> magazine.