

## PART II

### ITEM 5. MARKET FOR REGISTRANT'S COMMON EQUITY, RELATED STOCKHOLDER MATTERS AND ISSUER PURCHASES OF EQUITY SECURITIES

In the United States, the Company's common stock is listed and traded on the New York Stock Exchange (the principal market for our common stock) and is traded on the Boston, Chicago, National and Philadelphia stock exchanges.

The following table sets forth, for the calendar periods indicated, the high and low sales prices per share for the Company's common stock, as reported on the New York Stock Exchange composite tape, and dividend per share information:

	Common Stock Market Price		Dividends Declared
	High	Low	
<b>2006</b>			
<b>Fourth quarter</b>	<b>\$ 49.35</b>	<b>\$ 43.72</b>	<b>\$ 0.31</b>
<b>Third quarter</b>	<b>45.40</b>	<b>42.37</b>	<b>0.31</b>
<b>Second quarter</b>	<b>44.76</b>	<b>40.86</b>	<b>0.31</b>
<b>First quarter</b>	<b>42.99</b>	<b>39.36</b>	<b>0.31</b>
<b>2005</b>			
Fourth quarter	\$ 43.60	\$ 40.31	\$ 0.28
Third quarter	44.75	41.39	0.28
Second quarter	45.26	40.74	0.28
First quarter	44.15	40.55	0.28

As of February 20, 2007, there were approximately 315,505 shareowner accounts of record.

The information under the principal heading "EQUITY COMPENSATION PLAN INFORMATION" in the Company's definitive Proxy Statement for the Annual Meeting of Shareowners to be held on April 18, 2007, to be filed with the SEC (the "Company's 2007 Proxy Statement"), is incorporated herein by reference.

During the fiscal year ended December 31, 2006, no equity securities of the Company were sold by the Company that were not registered under the Securities Act of 1933, as amended.

The following table presents information with respect to purchases of common stock of the Company made during the three months ended December 31, 2006, by the Company or any “affiliated purchaser” of the Company as defined in Rule 10b-18(a)(3) under the Exchange Act.

Period	Total Number of Shares Purchased <sup>1</sup>	Average Price Paid Per Share	Total Number of Shares Purchased as Part of Publicly Announced Plans or Programs <sup>2</sup>	Maximum Number of Shares That May Yet Be Purchased Under the Publicly Announced Plans or Programs <sup>3</sup>
September 30, 2006 through October 27, 2006	0	\$ 0.00	0	35,444,540
October 28, 2006 through November 24, 2006	6,530,640	\$ 46.91	6,530,640	293,469,360
November 25, 2006 through December 31, 2006	20,586,137	\$ 48.09	20,586,137	272,883,223
<b>Total</b>	<b>27,116,777</b>	<b>\$ 47.81</b>	<b>27,116,777</b>	

<sup>1</sup> The total number of shares purchased includes (i) shares purchased pursuant to the 1996 Plan prior to October 31, 2006 and pursuant to the 2006 Plan thereafter (the 1996 Plan and 2006 Plan are described in footnote 2 below); and (ii) shares surrendered to the Company to pay the exercise price and/or to satisfy tax withholding obligations in connection with so-called stock swap exercises of employee stock options and/or the vesting of restricted stock issued to employees, of which there were none for the months of October, November and December 2006.

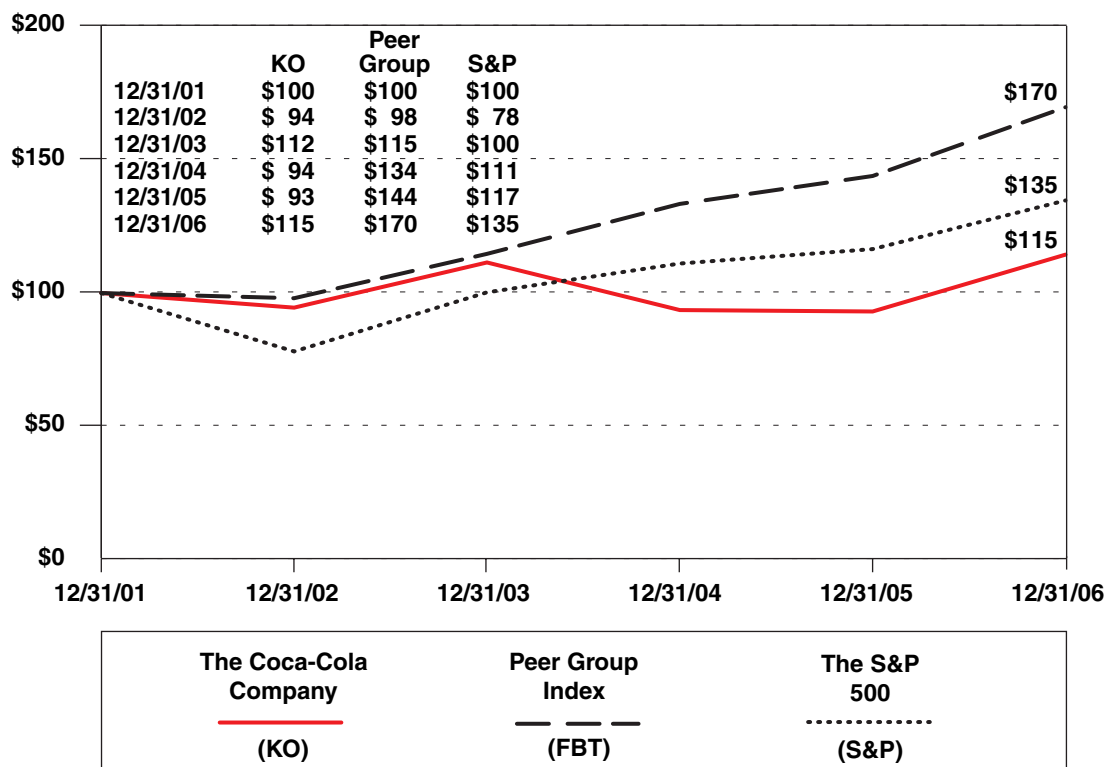
<sup>2</sup> On October 17, 1996, we publicly announced that our Board of Directors had authorized a plan (the “1996 Plan”) for the Company to purchase up to 206 million shares of the Company’s common stock prior to October 31, 2006. This was in addition to approximately 44 million shares authorized for purchase under a previous plan, which shares had not been purchased by the Company as of October 16, 1996, but were purchased by the Company prior to the commencement of purchases under the 1996 Plan in 1998. On July 20, 2006, the Board of Directors authorized a new share repurchase program (the “2006 Plan”) of up to 300 million shares of the Company’s common stock. The 2006 Plan took effect upon the expiration of the 1996 Plan. This column discloses the number of shares purchased pursuant to the 1996 Plan prior to October 31, 2006 and pursuant to the 2006 Plan thereafter.

<sup>3</sup> Shares authorized for purchase under the 1996 Plan but not purchased prior to its expiration were not carried over to the 2006 Plan.

## Performance Graph

### Comparison of Five-Year Cumulative Total Return Among The Coca-Cola Company, the Peer Group Index and the S&P 500 Index

#### Total Return Stock Price Plus Reinvested Dividends



The total return assumes that dividends were reinvested quarterly and is based on a \$100 investment on December 31, 2001.

The Peer Group Index is a self-constructed peer group of companies included in the Food, Beverage and Tobacco Groups of companies as published in *The Wall Street Journal*, from which the Company has been excluded.

The Peer Group Index consists of the following companies: Altria Group, Inc., Anheuser-Busch Companies, Inc., Archer-Daniels-Midland Company, Brown-Forman Corporation, Bunge Limited, Campbell Soup Company, Loews Corporation (Carolina Group tracking stock), Chiquita Brands International, Inc., Coca-Cola Enterprises Inc., ConAgra Foods, Inc., Constellation Brands, Inc., Corn Products International, Inc., Dean Foods Company, Del Monte Foods Company, Flowers Foods, Inc., General Mills, Inc., Hansen Natural Corporation, Herbalife Ltd., H.J. Heinz Company, Hormel Foods Corporation, Kellogg Company, Kraft Foods Inc., Lancaster Colony Corporation, Martek Biosciences Corporation, McCormick & Company, Incorporated, Molson Coors Brewing Company, NBTY, Inc., Nu Skin Enterprises, Inc., Nutrisystem, Inc., PepsiAmericas, Inc., PepsiCo, Inc., Ralcorp Holdings, Inc., Reynolds American Inc., Sara Lee Corporation, Smithfield Foods, Inc., The Hain Celestial Group, Inc., The Hershey Company, The J.M. Smucker Company, The Pepsi Bottling Group, Inc., Tootsie Roll Industries, Inc., TreeHouse Foods, Inc., Tyson Foods, Inc., Universal Corporation, UST Inc., Weight Watchers International, Inc. and Wm. Wrigley Jr. Company. *The Wall Street Journal* periodically changes the companies reported as a part of the Food, Beverage and Tobacco Groups of companies. This year, the Groups include Hansen Natural Corporation, Herbalife Ltd., Nu Skin Enterprises, Inc. and Nutrisystem, Inc., which were not included in the Groups last year. Dreyer's Grand Ice Cream Holdings, Inc., which was included in the Groups last year, is not included in the Groups this year.