

The Company reports its financial results in accordance with U.S. generally accepted accounting principles (GAAP). However, management believes that certain non-GAAP financial measures used in managing the business may provide users of this financial information additional meaningful comparisons between current results and results in prior operating periods. Management believes that these non-GAAP financial measures can provide additional meaningful reflection of underlying trends of the business because they provide a comparison of historical information that excludes certain items that impact the overall comparability. Management also uses these non-GAAP financial measures in making financial, operating and planning decisions and in evaluating the Company's performance. See the Tables below for supplemental financial data and corresponding reconciliations to GAAP financial measures for the three months ended March 28, 2008 and March 30, 2007. Non-GAAP financial measures should be viewed in addition to, and not as an alternative for, the Company's reported results prepared in accordance with GAAP.

THE COCA-COLA COMPANY AND SUBSIDIARIES
Reconciliation of GAAP and Non-GAAP Financial Measures
 (UNAUDITED)

(In millions except per share data)

	Three Months Ended March 28, 2008					% Change - Reported (GAAP)	% Change - After Considering Items (Non-GAAP)
	Reported (GAAP)	Items Impacting Comparability			After Considering Items (Non-GAAP)		
		Asset Impairments/ Restructuring	Equity Investees	Certain Tax Matters (1)			
Net Operating Revenues	\$7,379				\$7,379	21	21
Cost of goods sold	2,624				2,624	22	23
Gross Profit	4,755				4,755	20	20
Selling, general and administrative expenses	2,803				2,803	21	21
Other operating charges	78	(\$78)			-	--	--
Operating Income	1,874	78			1,952	15	19
Interest income	65				65	76	76
Interest expense	117				117	65	65
Equity income - net	137		(\$5)		132	585	42
Other income (loss) - net	(11)				(11)	--	--
Income Before Income Taxes	1,948	78	(5)		2,021	13	21
Income taxes	448	13	(14)	(\$2)	445	(4)	16
Net Income	\$1,500	\$65	\$9	\$2	\$1,576	19	22
Diluted Net Income Per Share	\$0.64	\$0.03	\$0.00	\$0.00	\$0.67	19	20
Average Shares Outstanding - Diluted	2,351	2,351	2,351	2,351	2,351		
Gross Margin	64.4%				64.4%		
Operating Margin	25.4%				26.5%		
Effective Tax Rate	23.0%				22.0%		

	Three Months Ended March 30, 2007					
	Reported (GAAP)	Items Impacting Comparability				After Considering Items (Non-GAAP)
		Asset Impairments/ Restructuring	Equity Investees	Gains on Sales of Assets	Certain Tax Matters (1)	
Net Operating Revenues	\$6,103					\$6,103
Cost of goods sold	2,145	(\$4)				2,141
Gross Profit	3,958	4				3,962
Selling, general and administrative expenses	2,325					2,325
Other operating charges	6	(6)				-
Operating Income	1,627	10				1,637
Interest income	37					37
Interest expense	71					71
Equity income - net	20		\$73			93
Other income (loss) - net	116			(\$137)		(21)
Income Before Income Taxes	1,729	10	73	(137)		1,675
Income taxes	467	2	-	(73)	(\$11)	385
Net Income	\$1,262	\$8	\$73	(\$64)	\$11	\$1,290
Diluted Net Income Per Share	\$0.54	\$0.00	\$0.03	(\$0.03)	\$0.00	\$0.56
Average Shares Outstanding - Diluted	2,321	2,321	2,321	2,321	2,321	2,321
Gross Margin	64.9%					64.9%
Operating Margin	26.7%					26.8%
Effective Tax Rate	27.0%					23.0%

Note: Items to consider for comparability include primarily charges, gains, and accounting changes. Charges and accounting changes negatively impacting net income are reflected as increases to reported net income. Gains and accounting changes positively impacting net income are reflected as deductions to reported net income.

(1) Primarily related to changes in reserves related to certain tax matters.

(2) Net operating revenues excluding structural changes:

	2008	2007	% Change
Reported net operating revenues	\$7,379	\$6,103	21%
Structural changes	(421)	(129)	--
Net operating revenues excluding structural changes	\$6,958	\$5,974	16%

(3) Ongoing operating income for the three months ended March 28, 2008 includes a positive currency impact of approximately 11%. Ongoing, currency neutral operating income growth is 8%.

(4) Per share amounts do not add due to rounding.

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THE COCA-COLA COMPANY AND SUBSIDIARIES
Reconciliation of GAAP and Non-GAAP Financial Measures
Operating Income (Loss), by Segment
(UNAUDITED)
(In millions)

	Three Months Ended March 28, 2008			Three Months Ended March 30, 2007			% Favorable (Unfavorable) - Reported (GAAP)	% Favorable (Unfavorable) - After Considering Items (Non-GAAP)
	Reported (GAAP)	Items Impacting Comparability Asset Impairments/ Restructuring	After Considering Items (Non-GAAP)	Reported (GAAP)	Items Impacting Comparability Asset Impairments/ Restructuring	After Considering Items (Non-GAAP)		
Africa	\$126		\$126	\$112	\$2	\$114	13	11
Eurasia	145		145	87		87	67	67
European Union	691		691	604		604	14	14
Latin America	506		506	415		415	22	22
North America	324	\$2	326	347		347	(7)	(6)
Pacific	388		388	372		372	4	4
Bottling Investments	17		17	(2)	6	4	--	325
Corporate	(323)	76	(247)	(308)	2	(306)	(5)	19
Consolidated	\$1,874	\$78	\$1,952	\$1,627	\$10	\$1,637	15	19