

**THE COCA-COLA COMPANY AND SUBSIDIARIES**  
**Reconciliation of GAAP and Non-GAAP Financial Measures**  
(UNAUDITED)  
(In millions except per share data)

|  | Three Months Ended July 3, 2009 |                                  |                          |                  |                         |                                    | % Change - Reported (GAAP) | % Change - After Considering Items (Non-GAAP) |
|--|---------------------------------|----------------------------------|--------------------------|------------------|-------------------------|------------------------------------|----------------------------|---|
|  | Reported (GAAP)                 | Items Impacting Comparability    |                          |                  |                         | After Considering Items (Non-GAAP) |                            |   |
|  |                                 | Asset Impairments/ Restructuring | Productivity Initiatives | Equity Investees | Certain Tax Matters (1) |                                    |                            |   |
| <b>Net Operating Revenues</b>  | \$8,267                         |                                  |                          |                  |                         | \$8,267                            | (9)                        | (9)   |
| Cost of goods sold   | 2,913                           |                                  |                          |                  |                         | 2,913                              | (8)                        | (8)   |
| <b>Gross Profit</b>  | 5,354                           |                                  |                          |                  |                         | 5,354                              | (9)                        | (9)   |
| Selling, general and administrative expenses                           | 2,844                           |                                  |                          |                  |                         | 2,844                              | (8)                        | (8)   |
| Other operating charges  | 72                              | (\$56)                           | (\$16)                   |                  |                         | -                                  | --                         | --  |
| <b>Operating Income</b>  | 2,438                           | 56                               | 16                       |                  |                         | 2,510                              | (9)                        | (10)  |
| Interest income  | 57                              |                                  |                          |                  |                         | 57                                 | (17)                       | (17)  |
| Interest expense   | 97                              |                                  |                          |                  |                         | 97                                 | 9                          | 9   |
| Equity income - net  | 310                             |                                  |                          | \$10             |                         | 320                                | --                         | 11  |
| Other income (loss) - net  | 20                              |                                  |                          |                  |                         | 20                                 | --                         | --  |
| <b>Income Before Income Taxes</b>                                      | 2,728                           | 56                               | 16                       | 10               |                         | 2,810                              | 42                         | (8)   |
| Income taxes   | 679                             | 4                                | 6                        | 2                | (\$33)                  | 658                                | 43                         | (1)   |
| <b>Consolidated Net Income</b>   | 2,049                           | 52                               | 10                       | 8                | 33                      | 2,152                              | 42                         | (10)  |
| Less: Net income attributable to noncontrolling interests              | 12                              |                                  |                          |                  |                         | 12                                 | (43)                       | (43)  |
| <b>Net Income Attributable to Shareowners of The Coca-Cola Company</b> | \$2,037                         | \$52                             | \$10                     | \$8              | \$33                    | \$2,140                            | 43                         | (10)  |
| <b>Diluted Net Income Per Share</b>                                    | \$0.88                          | \$0.02                           | \$0.00                   | \$0.00           | \$0.01                  | \$0.92                             | 44                         | (9)   |
| <b>Average Shares Outstanding - Diluted</b>                            | 2,323                           | 2,323                            | 2,323                    | 2,323            | 2,323                   | 2,323                              |                            |   |
| <b>Gross Margin</b>  | 64.8%                           |                                  |                          |                  |                         | 64.8%                              |                            |   |
| <b>Operating Margin</b>  | 29.5%                           |                                  |                          |                  |                         | 30.4%                              |                            |   |
| <b>Effective Tax Rate</b>  | 24.9%                           |                                  |                          |                  |                         | 23.4%                              |                            |   |

|  | Three Months Ended June 27, 2008 |                                  |                          |                  |                   |                                    | % Change - Reported (GAAP) | % Change - After Considering Items (Non-GAAP) |
|--|----------------------------------|----------------------------------|--------------------------|------------------|-------------------|------------------------------------|----------------------------|---|
|  | Reported (GAAP)                  | Items Impacting Comparability    |                          |                  |                   | After Considering Items (Non-GAAP) |                            |   |
|  |                                  | Asset Impairments/ Restructuring | Productivity Initiatives | Equity Investees | Transaction Gains |                                    |                            |   |
| <b>Net Operating Revenues</b>  | \$9,046                          |                                  |                          |                  |                   | \$9,046                            |                            |   |
| Cost of goods sold   | 3,162                            |                                  |                          |                  |                   | 3,162                              |                            |   |
| <b>Gross Profit</b>  | 5,884                            |                                  |                          |                  |                   | 5,884                              |                            |   |
| Selling, general and administrative expenses                           | 3,095                            |                                  |                          |                  |                   | 3,095                              |                            |   |
| Other operating charges  | 110                              | (\$101)                          | (\$9)                    |                  |                   | -                                  |                            |   |
| <b>Operating Income</b>  | 2,679                            | 101                              | 9                        |                  |                   | 2,789                              |                            |   |
| Interest income  | 69                               |                                  |                          |                  |                   | 69                                 |                            |   |
| Interest expense   | 89                               |                                  |                          |                  |                   | 89                                 |                            |   |
| Equity income (loss) - net   | (843)                            |                                  |                          | \$1,132          |                   | 289                                |                            |   |
| Other income (loss) - net  | 101                              |                                  |                          |                  | (\$102)           | (1)                                |                            |   |
| <b>Income Before Income Taxes</b>                                      | 1,917                            | 101                              | 9                        | 1,132            | (102)             | 3,057                              |                            |   |
| Income taxes   | 474                              | 22                               | 2                        | 230              | (32)              | 667                                |                            |   |
| <b>Consolidated Net Income</b>   | 1,443                            | 79                               | 7                        | 902              | (70)              | 2,390                              |                            |   |
| Less: Net income attributable to noncontrolling interests              | 21                               |                                  |                          |                  |                   | 21                                 |                            |   |
| <b>Net Income Attributable to Shareowners of The Coca-Cola Company</b> | \$1,422                          | \$79                             | \$7                      | \$902            | (\$70)            | \$2,369                            |                            |   |
| <b>Diluted Net Income Per Share</b>                                    | \$0.61                           | \$0.03                           | \$0.00                   | \$0.38           | (\$0.03)          | \$1.01                             |                            |   |
| <b>Average Shares Outstanding - Diluted</b>                            | 2,343                            | 2,343                            | 2,343                    | 2,343            | 2,343             | 2,343                              |                            |   |
| <b>Gross Margin</b>  | 65.0%                            |                                  |                          |                  |                   | 65.0%                              |                            |   |
| <b>Operating Margin</b>  | 29.6%                            |                                  |                          |                  |                   | 30.8%                              |                            |   |
| <b>Effective Tax Rate</b>  | 24.7%                            |                                  |                          |                  |                   | 21.8%                              |                            |   |

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:

|   | 2009    | 2008    | % Change |
|---|---------|---------|----------|
| Reported net operating revenues                     | \$8,267 | \$9,046 | (9)      |
| Structural changes                                  | -       | (177)   | --       |
| Net operating revenues excluding structural changes | \$8,267 | \$8,869 | (7)      |

(3) Net operating revenues after considering items impacting comparability for the three months ended July 3, 2009 includes a negative currency impact of approximately 9%. Currency neutral net operating revenue growth after considering items impacting comparability is 0%. Currency neutral net operating revenue growth includes a negative impact from structural changes of approximately 2%. Currency neutral net operating revenue growth after considering items impacting comparability and structural changes is 2%.

(4) Operating income after considering items impacting comparability for the three months ended July 3, 2009 includes a negative currency impact of approximately 14%. Currency neutral operating income growth after considering items impacting comparability is 4%.

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

(6) Effective tax rate after considering impact of net income attributable to noncontrolling interests:

|  | 2009    |
|--|---------|
| Income before income taxes of \$2,810 less net income attributable to noncontrolling interests of \$12 | \$2,798 |
| Income taxes   | \$658   |
| Effective tax rate after considering impact of net income attributable to noncontrolling interests     | 23.5%   |

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 above for supplemental financial data and corresponding reconciliations to GAAP financial measures for the three months ended July 3, 2009 and June 27, 2008. 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)

|  | Six Months Ended July 3, 2009 |  |                             |                     |                            | After<br>Considering<br>Items<br>(Non-GAAP) | % Change -<br>Reported<br>(GAAP) | (2) | % Change -<br>After<br>Considering<br>Items<br>(Non-GAAP) | (3) |
|--|-------------------------------|--|-----------------------------|---------------------|----------------------------|---|----------------------------------|-----|---|-----|
|  | Items Impacting Comparability |  |                             |                     |                            |   |                                  |     |   |     |
|  | Reported<br>(GAAP)            | Asset<br>Impairments/<br>Restructuring | Productivity<br>Initiatives | Equity<br>Investees | Certain Tax<br>Matters (1) |   |                                  |     |   |     |
| <b>Net Operating Revenues</b>  | \$15,436                      |  |                             |                     |                            | \$15,436                                    | (6)                              |     | (6)   |     |
| Cost of goods sold   | 5,503                         |  |                             |                     |                            | 5,503                                       | (5)                              |     | (5)   |     |
| <b>Gross Profit</b>  | 9,933                         |  |                             |                     |                            | 9,933                                       | (7)                              |     | (7)   |     |
| Selling, general and administrative expenses                           | 5,468                         |  |                             |                     |                            | 5,468                                       | (7)                              |     | (7)   |     |
| Other operating charges  | 164                           | (\$131)                                | (\$33)                      |                     |                            | -   | --                               |     | --  |     |
| <b>Operating Income</b>  | 4,301                         | 131                                    | 33                          |                     |                            | 4,465                                       | (6)                              |     | (6)   | (4) |
| Interest income  | 117                           |  |                             |                     |                            | 117   | (13)                             |     | (13)  |     |
| Interest expense   | 182                           |  |                             |                     |                            | 182   | (12)                             |     | (12)  |     |
| Equity income - net  | 327                           |  |                             | \$62                |                            | 389   | --                               |     | (8)   |     |
| Other income (loss) - net  | (20)                          | 27                                     |                             |                     |                            | 7   | --                               |     | --  |     |
| <b>Income Before Income Taxes</b>                                      | 4,543                         | 158                                    | 33                          | 62                  |                            | 4,796                                       | 17                               |     | (6)   |     |
| Income taxes   | 1,135                         | 7                                      | 12                          | 15                  | (\$47)                     | 1,122                                       | 23                               |     | 1   |     |
| <b>Consolidated Net Income</b>   | 3,408                         | 151                                    | 21                          | 47                  | 47                         | 3,674                                       | 15                               |     | (8)   |     |
| Less: Net income attributable to noncontrolling interests              | 23                            |  |                             |                     |                            | 23  | (28)                             |     | (28)  |     |
| <b>Net Income Attributable to Shareowners of The Coca-Cola Company</b> | \$3,385                       | \$151                                  | \$21                        | \$47                | \$47                       | \$3,651                                     | 16                               |     | (8)   |     |
| <b>Diluted Net Income Per Share</b>                                    | \$1.46                        | \$0.07                                 | \$0.01                      | \$0.02              | \$0.02                     | \$1.57                                      | 18                               |     | (7)   | (5) |
| <b>Average Shares Outstanding - Diluted</b>                            | 2,319                         | 2,319                                  | 2,319                       | 2,319               | 2,319                      | 2,319                                       |                                  |     |   |     |
| <b>Gross Margin</b>  | 64.3%                         |  |                             |                     |                            | 64.3%                                       |                                  |     |   |     |
| <b>Operating Margin</b>  | 27.9%                         |  |                             |                     |                            | 28.9%                                       |                                  |     |   |     |
| <b>Effective Tax Rate</b>  | 25.0%                         |  |                             |                     |                            | 23.4%                                       |                                  |     |   | (6) |

|  | Six Months Ended June 27, 2008 |  |                             |                     |                      |                            | After<br>Considering<br>Items<br>(Non-GAAP) | (1) | (2) | (3) |
|--|--------------------------------|--|-----------------------------|---------------------|----------------------|----------------------------|---|-----|-----|-----|
|  | Items Impacting Comparability  |  |                             |                     |                      |                            |   |     |     |     |
|  | Reported<br>(GAAP)             | Asset<br>Impairments/<br>Restructuring | Productivity<br>Initiatives | Equity<br>Investees | Transaction<br>Gains | Certain Tax<br>Matters (1) |   |     |     |     |
| <b>Net Operating Revenues</b>  | \$16,425                       |  |                             |                     |                      |                            | \$16,425                                    |     |     |     |
| Cost of goods sold   | 5,786                          |  |                             |                     |                      |                            | 5,786                                       |     |     |     |
| <b>Gross Profit</b>  | 10,639                         |  |                             |                     |                      |                            | 10,639                                      |     |     |     |
| Selling, general and administrative expenses                           | 5,891                          |  |                             |                     |                      |                            | 5,891                                       |     |     |     |
| Other operating charges  | 195                            | (\$183)                                | (\$12)                      |                     |                      |                            | -   |     |     |     |
| <b>Operating Income</b>  | 4,553                          | 183                                    | 12                          |                     |                      |                            | 4,748                                       |     |     |     |
| Interest income  | 134                            |  |                             |                     |                      |                            | 134   |     |     |     |
| Interest expense   | 206                            |  |                             |                     |                      |                            | 206   |     |     |     |
| Equity income (loss) - net   | (706)                          |  |                             | \$1,127             |                      |                            | 421   |     |     |     |
| Other income (loss) - net  | 101                            |  |                             |                     | (\$102)              |                            | (1)   |     |     |     |
| <b>Income Before Income Taxes</b>                                      | 3,876                          | 183                                    | 12                          | 1,127               | (102)                |                            | 5,096                                       |     |     |     |
| Income taxes   | 922                            | 36                                     | 3                           | 216                 | (32)                 | (\$31)                     | 1,114                                       |     |     |     |
| <b>Consolidated Net Income</b>   | 2,954                          | 147                                    | 9                           | 911                 | (70)                 | 31                         | 3,982                                       |     |     |     |
| Less: Net income attributable to noncontrolling interests              | 32                             |  |                             |                     |                      |                            | 32  |     |     |     |
| <b>Net Income Attributable to Shareowners of The Coca-Cola Company</b> | \$2,922                        | \$147                                  | \$9                         | \$911               | (\$70)               | \$31                       | \$3,950                                     |     |     |     |
| <b>Diluted Net Income Per Share</b>                                    | \$1.24                         | \$0.06                                 | \$0.00                      | \$0.39              | (\$0.03)             | \$0.01                     | \$1.68                                      |     |     | (5) |
| <b>Average Shares Outstanding - Diluted</b>                            | 2,349                          | 2,349                                  | 2,349                       | 2,349               | 2,349                | 2,349                      | 2,349                                       |     |     |     |
| <b>Gross Margin</b>  | 64.8%                          |  |                             |                     |                      |                            | 64.8%                                       |     |     |     |
| <b>Operating Margin</b>  | 27.7%                          |  |                             |                     |                      |                            | 28.9%                                       |     |     |     |
| <b>Effective Tax Rate</b>  | 23.8%                          |  |                             |                     |                      |                            | 21.9%                                       |     |     |     |

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:

|   | 2009     | 2008     | % Change |
|---|----------|----------|----------|
| Reported net operating revenues                     | \$15,436 | \$16,425 | (6)      |
| Structural changes                                  | -        | (347)    | --       |
| Net operating revenues excluding structural changes | \$15,436 | \$16,078 | (4)      |

(3) Net operating revenues after considering items impacting comparability for the six months ended July 3, 2009 includes a negative currency impact of approximately 9%. Currency neutral net operating revenue growth after considering items impacting comparability is 3%. Currency neutral net operating revenue growth includes a negative impact from structural changes of approximately 2%. Currency neutral net operating revenue growth after considering items impacting comparability and structural changes is 6%. Items do not add due to rounding.

(4) Operating income after considering items impacting comparability for the six months ended July 3, 2009 includes a negative currency impact of approximately 15%. Currency neutral operating income growth after considering items impacting comparability is 9%.

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

(6) Effective tax rate after considering impact of net income attributable to noncontrolling interests:

|  | 2009    |
|--|---------|
| Income before income taxes of \$4,796 less net income attributable to noncontrolling interests of \$23 | \$4,773 |
| Income taxes   | \$1,122 |
| Effective tax rate after considering impact of net income attributable to noncontrolling interests     | 23.5%   |

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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 July 3, 2009 |                                  |                          |                                    | Three Months Ended June 27, 2008 |                                  |                          |                                    | % Favorable (Unfavorable) - Reported (GAAP) | % Favorable (Unfavorable) - After Considering Items (Non-GAAP) (1) |
|----------------------|---------------------------------|----------------------------------|--------------------------|------------------------------------|----------------------------------|----------------------------------|--------------------------|------------------------------------|---|--|
|                      | Reported (GAAP)                 | Items Impacting Comparability    |                          | After Considering Items (Non-GAAP) | Reported (GAAP)                  | Items Impacting Comparability    |                          | After Considering Items (Non-GAAP) |   |  |
|                      |                                 | Asset Impairments/ Restructuring | Productivity Initiatives |                                    |                                  | Asset Impairments/ Restructuring | Productivity Initiatives |                                    |   |  |
| Eurasia & Africa     | \$243                           | \$3                              |                          | \$246                              | \$269                            |                                  |                          | \$269                              | (10)  | (9)  |
| Europe               | 861                             |                                  | \$1                      | 862                                | 1,016                            |                                  |                          | 1,016                              | (15)  | (15)   |
| Latin America        | 472                             |                                  |                          | 472                                | 531                              |                                  |                          | 531                                | (11)  | (11)   |
| North America        | 455                             | 8                                |                          | 463                                | 457                              | \$4                              |                          | 461                                | 0   | 0  |
| Pacific              | 594                             |                                  |                          | 594                                | 604                              |                                  |                          | 604                                | (2)   | (2)  |
| Bottling Investments | 122                             | 26                               |                          | 148                                | 156                              | 9                                |                          | 165                                | (22)  | (10)   |
| Corporate            | (309)                           | 19                               | 15                       | (275)                              | (354)                            | 88                               | \$9                      | (257)                              | 13  | (7)  |
| Consolidated         | \$2,438                         | \$56                             | \$16                     | \$2,510                            | \$2,679                          | \$101                            | \$9                      | \$2,789                            | (9)   | (10)   |

(1) Currency neutral operating income growth after considering items impacting comparability for each operating segment is calculated as follows:

|                      | % Favorable (Unfavorable) - After Considering Items (Non-GAAP) | % Currency Impact After Considering Items Impacting Comparability | % Favorable (Unfavorable) - Currency Neutral After Considering Items (Non-GAAP) |
|----------------------|--|---|---|
| Eurasia & Africa     | (9)  | (18)  | 9   |
| Europe               | (15)   | (15)  | 0   |
| Latin America        | (11)   | (23)  | 12  |
| North America        | 0  | (1)   | 1   |
| Pacific              | (2)  | 0   | (2)   |
| Bottling Investments | (10)   | (23)  | 13  |
| Corporate            | (7)  | (9)   | 2   |
| Consolidated         | (10)   | (14)  | 4   |

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 above for supplemental financial data and corresponding reconciliations to GAAP financial measures for the three months ended July 3, 2009 and June 27, 2008. 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**  
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**Operating Income (Loss) by Segment**  
**(UNAUDITED)**  
**(In millions)**

|                      | Six Months Ended July 3, 2009 |  |                             |   | Six Months Ended June 27, 2008 |  |                             |   | % Favorable<br>(Unfavorable) -<br>Reported<br>(GAAP) | % Favorable<br>(Unfavorable) -<br>After<br>Considering<br>Items<br>(Non-GAAP)<br>(1) |
|----------------------|-------------------------------|--|-----------------------------|---|--------------------------------|--|-----------------------------|---|--|--|
|                      | Reported<br>(GAAP)            | Items Impacting Comparability          |                             | After<br>Considering<br>Items<br>(Non-GAAP) | Reported<br>(GAAP)             | Items Impacting Comparability          |                             | After<br>Considering<br>Items<br>(Non-GAAP) |  |  |
|                      |                               | Asset<br>Impairments/<br>Restructuring | Productivity<br>Initiatives |   |                                | Asset<br>Impairments/<br>Restructuring | Productivity<br>Initiatives |   |  |  |
| Eurasia & Africa     | \$450                         | \$3                                    |                             | \$453                                       | \$496                          |  |                             | \$496                                       | (9)  | (9)  |
| Europe               | 1,553                         |  | \$1                         | 1,554                                       | 1,751                          |  |                             | 1,751                                       | (11)   | (11)   |
| Latin America        | 926                           |  |                             | 926   | 1,037                          |  |                             | 1,037                                       | (11)   | (11)   |
| North America        | 883                           | 13                                     |                             | 896   | 781                            | \$6                                    |                             | 787   | 13   | 14   |
| Pacific              | 1,050                         |  |                             | 1,050                                       | 992                            |  |                             | 992   | 6  | 6  |
| Bottling Investments | 53                            | 91                                     |                             | 144   | 173                            | 13                                     |                             | 186   | (69)   | (23)   |
| Corporate            | (614)                         | 24                                     | 32                          | (558)                                       | (677)                          | 164                                    | \$12                        | (501)                                       | 9  | (11)   |
| Consolidated         | \$4,301                       | \$131                                  | \$33                        | \$4,465                                     | \$4,553                        | \$183                                  | \$12                        | \$4,748                                     | (6)  | (6)  |

(1) Currency neutral operating income growth after considering items impacting comparability for each operating segment is calculated as follows:

|                      | % Favorable<br>(Unfavorable) -<br>After<br>Considering<br>Items<br>(Non-GAAP) | % Currency<br>Impact After<br>Considering<br>Items Impacting<br>Comparability | % Favorable<br>(Unfavorable) -<br>Currency<br>Neutral After<br>Considering<br>Items<br>(Non-GAAP) |
|----------------------|---|---|---|
| Eurasia & Africa     | (9)   | (22)  | 13  |
| Europe               | (11)  | (14)  | 3   |
| Latin America        | (11)  | (24)  | 13  |
| North America        | 14  | (1)   | 15  |
| Pacific              | 6   | 2   | 4   |
| Bottling Investments | (23)  | (33)  | 10  |
| Corporate            | (11)  | (11)  | 0   |
| Consolidated         | (6)   | (15)  | 9   |

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 above for supplemental financial data and corresponding reconciliations to GAAP financial measures for the six months ended July 3, 2009 and June 27, 2008. 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.