

The Coca-Cola Company

news release

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FOR IMMEDIATE RELEASE

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THE COCA-COLA COMPANY ANNOUNCES
MASON ROBERSON RECIPIENT OF THE
2009-20010 GOIZUETA SCHOLARS FUND AWARD

ATLANTA, June 24, 2008 – Mason Roberson, a recent graduate of Lawton High School in Lawton, MI, was named one of five recipients of the 2009-2010 Goizueta Scholars Fund award, established through a personal bequest by Roberto C. Goizueta, former chairman and chief executive officer of The Coca-Cola Company.

Beneficiaries of The Goizueta Scholars Fund are the children of employees and alumni of The Coca-Cola Company, who are selected on the basis of their academic record, community service, honors, work experience, career goals and financial need. Each year, the program awards undergraduate scholarships of up to \$25,000 per student. Awards are renewable for three additional years or until the student earns a bachelor's degree.

Roberson, whose father Garrett Roberson, is an employee of The Coca-Cola Company, is a stellar scholar and athlete. He has achieved numerous awards, including, valedictorian of Lawton High School, National Honor Society, captain of the varsity baseball team, member of the SAC Academic All-Conference, SAC Scholar Athlete, 2nd team Academic All-State, Van Buren Technology Center Student of the Year for Entrepreneurship, and President's Education Award said Roberson, "I plan on attending Western Michigan University along with the Lee Honors College. I hope to someday open my own sporting goods business, as my intended major is business management." Roberson begins his studies at the university this fall.

In addition to Roberson, the other four Goizueta recipients include: Jessica Conley of Sunbury, OH, who will attend Otterbein College in Westerville, OH; Kyle Kuzmick of Portage, MI, who will also attend Western Michigan University in Kalamazoo, MI; Ameerah Mosley of McDonough, GA, and Jasmine Williams of College Park, GA, both of whom will both attend Spelman College.

The scholarship fund was established in 2000 by The Goizueta Foundation at the bequest of Mr. Goizueta, who appreciated the value of education and its role in the future success of young people. It was his desire to help the children of his extended family – The Coca-Cola Company's employees – to fulfill their dreams of attending the college or university of their choice and becoming successful. Mr. Goizueta led The Coca-Cola Company from 1981 until his death in 1997.

Over the past nine years, scholarships have been awarded to 66 students, totaling over \$2.7 million. The program is administered by Scholarship America, a national non-profit student aid organization.

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