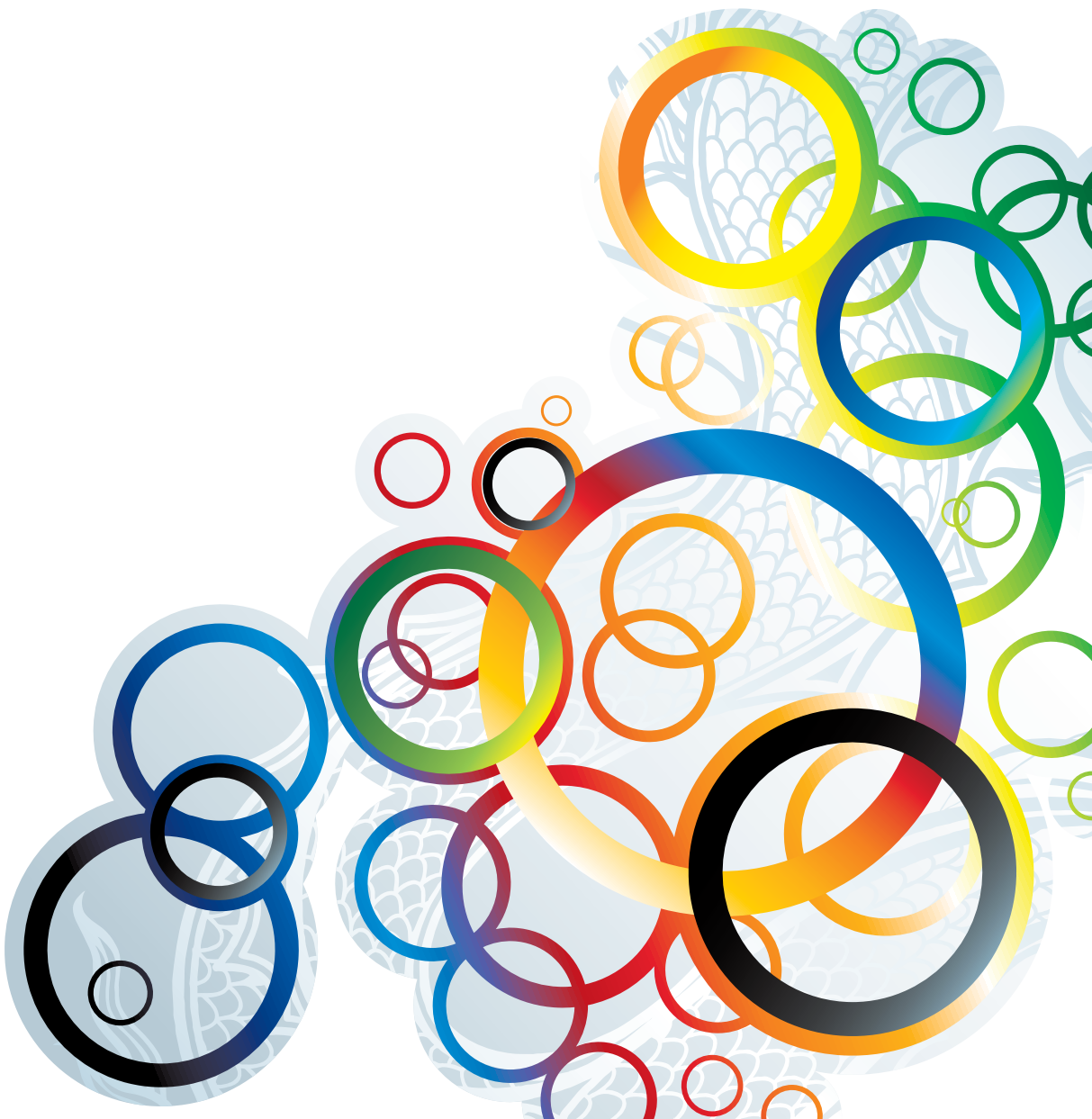


Coca-Cola and the Environment



Protecting the environment is an integral part of our mission, values and actions.

Coca-Cola is committed

to sustainable and responsible growth, and we recognize the health of our business is directly linked to the health of the environment. That is why we're working to address challenging environmental concerns by focusing on where we have the most significant impacts and also the most potential to make positive contributions: water stewardship, sustainable packaging, energy management and climate protection.

Last year, we set an ambitious goal for our global system: to return to communities and nature an amount of water equivalent to what we use in all of our beverages and their production. We also are working to reduce the environmental impact of our packaging by helping advance efforts that turn our packaging into a valuable resource for the future. And we are addressing climate change by working to grow our business, but not our carbon footprint in our manufacturing operations. Through 2008 and in the years to follow, we will share progress on our global efforts.

Engagement at the Olympic Games

The Coca-Cola Company is proud to be the longest continuous corporate sponsor of the Olympic Movement. This year, we have an exciting opportunity to contribute to China's "Green Olympics" by helping raise global awareness about the importance of environmental stewardship while seeking to inspire action in communities throughout China.





Global Water Stewardship

Global Goals and Strategy

Water is the main ingredient in all of our beverages. It is key to our manufacturing processes and has broad impacts for our supply chain. Addressing water scarcity and enhancing water quality for our operations and the communities we serve are direct and vital business concerns.

In June 2007, we announced a goal to return to communities and nature an amount of water equivalent to what we use in all of our beverages and their production. This means *reducing* the amount of water used to produce our beverages, *recycling* water used for manufacturing processes so that it can be returned safely to the environment and *replenishing* water in communities and nature through locally relevant projects.

Our global water stewardship strategy is built on four pillars that combine local actions in our bottling plants with global advocacy and leadership: plant performance, watershed protection, community water initiatives and global awareness and action.

Our Commitment...in China

Our efforts in China range from focusing on improving water efficiency in our plants to partnering with local programs to help expand access to safe water and sanitation. We also strive to inspire action in communities on the importance of water conservation.

WWF Partnership



We are engaged in a multi-year partnership with World Wildlife Fund (WWF) to combine our international strengths and resources to help conserve freshwater resources. Together we are working to:

- Conserve seven key freshwater river basins around the world
- Improve the efficiency of our system's water use
- Support more efficient water use in our supply chain, beginning with sugar production
- Decrease our carbon dioxide emissions and energy use
- Inspire a global movement engaging industry and individuals to support the conservation of freshwater ecosystems, species and water resources



We are committed to improving our water efficiency ratio (the amount of water needed to produce a liter of product) in China and around the world. Our bottling plants in China had a water-use ratio of 2.44 liters of water per liter of product in 2007, a 9 percent improvement over 2006.

Wastewater treatment and reuse is another component of our water stewardship efforts in China. In 2007, all of China system operations, including bottling and concentrate plants, met the Company's and local government's wastewater effluent standards. In-line wastewater monitoring systems have been implemented in 12 facilities to track wastewater quality consistently. In addition, all 35 of our bottling plants have implemented water reuse and recovery projects.

As part of our watershed protection strategy, we are working with WWF to help conserve China's Yangtze River, which is the lifeblood of central China and supports more than 400 million people and countless fish and wildlife species. The Yangtze River Basin is a region of tremendous economic importance; however, the region's environmental health is at risk. Our goal is to implement sustainable river management practices across the Yangtze basin. Examples of our activities include piloting a low-impact, sustainable dam operation and launching an integrated river basin management forum for the MinJiang and Jialing sub-basins.

Engagement at the Olympic Games

As part of the Coca-Cola system's support of the "Green Olympics," beginning in 2005, Coca-Cola China partnered with the Beijing Organizing Committee of the Olympic Games (BOCOG), the Beijing Youth League, the Beijing Young Pioneers and *The First* newspaper to kick off a citywide environmental education campaign called "Save a Barrel of Water." The program encourages students to water flowers with recycled or saved fresh water and reinforces water conservation habits. By the end of 2008, the program will have reached more than 800,000 individuals in 22 cities.

In March 2008, we helped launch a unique public-private partnership with the United Nations Development Programme (UNDP), the Ministry of Water Resources (MWR) and the Ministry of Commerce to support government efforts to improve water resource management and drinking water safety for communities throughout China. A special component of this program is the "Water and Sanitation for Schools" initiative. Phase I began in May with pilot programs providing water access, hygiene education and improved sanitation (toilet and handwashing facilities) in rural schools in Xinjiang Autonomous Region. During the Games, our Coca-Cola "Drops of Hope" pins will offer visitors an opportunity to support the "Water and Sanitation for Schools" initiative and help people receive clean drinking water. For each pin sold, 5 RMB will be donated to the program.



Energy Management and Climate Protection

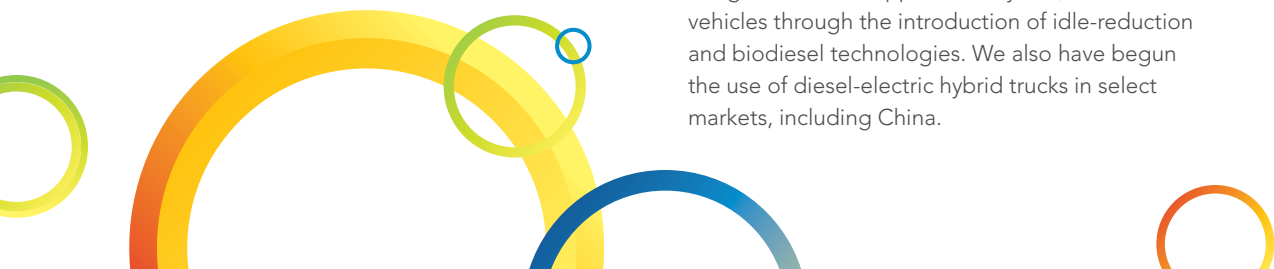
Global Goals and Strategy

We recognize that climate change may have long-term direct and indirect implications for our business and supply chain. We believe that, beyond regulatory compliance, business can play a powerful role to help drive climate solutions through innovation and competition.

Through our Energy Management and Climate Protection strategy, we are finding new ways to mitigate the environmental impacts of our operations and products. Globally, we are committed to reducing our Company's carbon footprint by addressing the three largest components of our system's direct energy consumption: manufacturing, fleet and transport and refrigeration equipment. To support this commitment, we are working to grow the business, but not our carbon footprint in our manufacturing operations and to take action to improve the energy efficiency and reduce the emission of greenhouse gases (GHG) in our refrigeration equipment.

We are building a sustainable refrigeration program that is the cornerstone of our energy management and climate protection efforts. We have completed the transition to hydrofluorocarbon (HFC)-free insulation foam for new purchases of refrigeration equipment. HFC-free equipment generates 75 percent fewer direct GHG emissions than traditional equipment. We have pioneered technologies that use carbon dioxide as a safe and energy-efficient alternative to HFC refrigeration in coolers and vending machines. We also developed a proprietary energy management system (EMS) for our coolers that delivers energy savings of up to 35 percent. Recently, we placed our one-millionth unit of this innovative technology.

Our local operating and distribution systems also have an impact on our footprint. Most of our beverage products are manufactured, sold and consumed in the regions in which they are produced, which means less energy is required for transportation. We are conserving fuel in our global fleet of approximately 200,000 diesel vehicles through the introduction of idle-reduction and biodiesel technologies. We also have begun the use of diesel-electric hybrid trucks in select markets, including China.





Our Commitment...in China

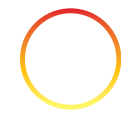
Coca-Cola China works closely with its distribution network to reduce emissions. We have pledged to increase fuel efficiency and control emissions by gradually replacing older vehicles with a newer and more fuel-efficient fleet. We plan to expand our efforts to increase fuel efficiency through improved driving techniques and practical energy-saving tips. Where possible, we invite not only our bottling partners but also third-party carriers to join our training sessions on energy-saving driving techniques. In Beijing, our new software system is helping our fleet managers plan more efficient delivery routes, measure fuel consumption and execute preventive maintenance.

Around the world, more than one million coolers feature our proprietary energy management system (EMS), and we are working to expand the use of EMS technology in China.

Engagement at the Olympic Games

To support the Beijing government's efforts to improve air quality in the city, The Coca-Cola Company will provide a "clean fleet" for the Games. All delivery vehicles operating in Olympic venues will be electric or human powered.

With the support of Greenpeace, we have announced that 100 percent of the coolers and vending machines provided by The Coca-Cola Company – more than 5,600 units – will feature an HFC-free natural refrigerant and proprietary technology that improves energy efficiency by up to 35 percent. This commitment alone will reduce greenhouse gas emissions by approximately 4,000 metric tons during the Olympic Games – the equivalent of taking more than 19,000 cars off the road for two weeks.





Sustainable Packaging

Global Goals and Strategy

We envision a world in which our packaging is no longer seen as a waste but as a valuable resource for future use. Our sustainable packaging strategy includes three key areas: package design, community recycling initiatives and material reuse.

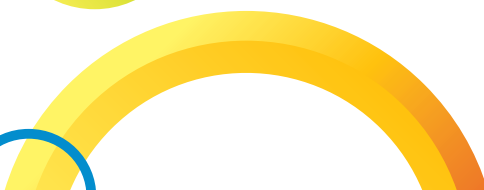
Life-cycle management has helped us to sustain the use of high-value recyclable materials and reusable packages. Each package we design is 100 percent recyclable, weighs less than it did a decade ago and often contains recycled content. We have reduced the weight of the 8-ounce glass bottle by nearly 60 percent; the 12-ounce aluminum can by 33 percent; the 2-liter PET plastic bottle by more than 30 percent; and the 20-ounce PET plastic bottle by more than 25 percent since their introduction.

Recycling rates for beverage containers are among the highest of any consumer product packaging in the world, and our Company has a long-standing commitment to recycling. We believe education is key to changing attitudes and behaviors about recycling and litter prevention, and we partner with many environmental organizations and community groups to promote and further increase the collection of recyclables.

Our Commitment...in China

In 2005, Coca-Cola China undertook a sustainable packaging risk analysis with its bottling partners to inform new packaging solutions. We have reduced the glass we use in our packaging by approximately 11,000 tons by adopting Ultra Glass technology, and we have reduced our use of PET by approximately 30,000 tons through responsible manufacturing and redesign efforts.

In addition to working with our bottling partners and suppliers, Coca-Cola China is engaging with government officials and PET resin and recycling industry leaders to encourage expansion of recycling and recovery programs. We continue to share our experience with local recycling systems regarding post-consumer waste, the use of recycled content in packaging and our broader focus on sustainable packaging.





Engagement at the Olympic Games

We expect more than 26 million of our PET bottles to be used at the Beijing 2008 Olympic Games. Coca-Cola China is working closely with BOCOG to understand the entire waste management process throughout the venues, from serving to recycling facilities. Coca-Cola is promoting recycling with signage on the catering uniforms and beverage displays in all Olympic venues and recycling bins in all Coca-Cola-operated venues.



To demonstrate the high value of PET bottles and how they can be turned into desirable products, we have introduced a line of merchandise made out of recycled PET bottles. Every Olympic and Paralympic

athlete as well as hospitality customers and all Coca-Cola staff at The Games will receive exclusive items made out of recycled PET plastic, such as shirts, lanyards and hats, to help raise awareness about the many ways plastic can be reused.

Olympic Torch Relay



To help underscore the message of environmental stewardship and

recognize those who are dedicated to pursuing positive change, several local environmental champions were selected by the Company to join the ranks of Torchbearers carrying the Olympic flame. In mainland China, Coca-Cola China has dedicated slots for Environmental Torchbearers who are making a difference in society through environmental stewardship.

Wang Yongchen, a reporter for China National Radio and president of Green Earth Volunteers, one of China's oldest civic organizations, served as one of our Environmental Champion Torchbearers.

Forward-Looking Statements

This brochure contains statements, estimates or projections that constitute "forward-looking statements" as defined under U.S. federal securities laws. Generally, the words "believe," "expect," "intend," "estimate," "anticipate," "project," "will," and similar expressions identify forward-looking statements, which generally are not historical in nature. Forward-looking statements are subject to certain risks and uncertainties that could cause actual results to differ materially from The Coca-Cola Company's historical experience and our present expectations or projections. These risks include, but are not limited to, water scarcity and quality, changes in the nonalcoholic beverages business environment, the ability to maintain good relationships with our bottling partners, changes in laws and regulations applicable to our business, and litigation and legal proceedings. You should not place undue reliance on forward-looking statements, which speak only as of the date they are made. The Company undertakes no obligation to publicly update or revise any forward-looking statements.

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