

For Immediate Release

Coca-Cola and Keep America Beautiful Announce 2010 Recycling Bin Grant Program

*- Grants Provide Recycling Bins and Consultation for Parks, Schools, Offices,
and Special Events -*

STAMFORD, Conn. (Feb. 1, 2010) – The Coca-Cola Company and Keep America Beautiful, Inc. (KAB) today announced the Coca-Cola/KAB Recycling Bin Grant Program, an effort designed to promote and support community recycling.

Grant recipients receive both donated recycling bins and expertise on how to set up recycling programs from Keep America Beautiful. The grant program is part of a \$60 million investment by The Coca-Cola Company in recycling initiatives in the U.S.

“Keep America Beautiful is excited to partner for the first time with Coca-Cola on the Recycling Bin Grant program,” said Alec Cooley, manager of recycling programs, Keep America Beautiful. “This program is a concrete way that Coca-Cola can partner with KAB and its affiliates and local community groups to expand public space recycling on a grassroots level.”

The spring 2010 grant cycle opens today, Monday, Feb. 1. **Interested parties may visit <http://bingrant.org> and submit an online grant application through March 12, 2010.** Eligible grant recipients include government agencies, civic organizations, schools and nonprofit groups. Successful applicants will be notified on or before April 22.

Since its inception in the fall of 2007, the Bin Grant program has placed more than 5,700 recycling bins in 150 communities in 48 states and the District of Columbia. Recipients have included municipalities, colleges, Native American tribes, and community-based NGOs.

“Our company is committed to designing packages that are recyclable and resource efficient,” said April Crow, sustainable packaging manager, The Coca-Cola Company. “We also are focused on ensuring that there are strong end-markets for our packages by investing in commercial recycling and community collection programs like RecycleBank and the Recycling Bin Grant Program. We hope this program will encourage communities to expand recycling as we continue to close the loop for our products as well as other valuable recyclables.”

About The Coca-Cola Company

The Coca-Cola Company is the world’s largest beverage company, refreshing consumers with nearly 400 sparkling and still brands. Along with Coca-Cola, recognized as the world’s most valuable brand, the Company’s portfolio includes 12 other billion dollar brands, including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, POWERADE, Minute Maid and Georgia Coffee. Globally, we are the No. 1 provider of sparkling beverages, juices and juice drinks and ready-to-drink teas and coffees. Through the world’s largest beverage distribution system, consumers in more than 200 countries enjoy the Company’s beverages at a rate of nearly 1.6 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that protect the environment, conserve resources and enhance the economic development of the communities where we operate. For more information about our Company, please visit our Web site at www.thecoca-colacompany.com.

About Keep America Beautiful, Inc.

Keep America Beautiful, Inc., established in 1953, is the nation’s largest volunteer-based community action and education organization. With a network of nearly 1,000 affiliate and participating organizations, Keep America Beautiful forms public-private partnerships and programs that engage individuals to take greater responsibility for improving their community environments. For additional information, visit www.kab.org.

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