

COCA-COLA SYSTEM PLEDGES \$5 MILLION IN HURRICANE KATRINA AID

September 2, 2005

Bottling facilities closed, hundreds of system employees displaced in Gulf States region

The Coca-Cola Company, The Coca-Cola Foundation and its bottling partners will donate \$5 million to support the relief and rescue efforts in communities devastated by Hurricane Katrina. The money will be divided among the American Red Cross, the Salvation Army and the Coca-Cola System Hurricane Katrina Employee Relief Fund, which will assist displaced system employees.

The Coca-Cola system has donated hundreds of thousands of cases of bottled water and other beverages to relief agencies for distribution in the affected areas.

The extent of Katrina's impact on the Gulf States region of the U.S. is still unfolding. Several bottling facilities in the region have suffered structural damage and a loss of electricity, and others are still being assessed for damages. Facilities in New Orleans, LA, Gulfport, MS, and Hattiesburg, MS, have been closed because of the storm damage. The Company is working closely with all bottlers to help return operations to normal.

"While all Company employees are safe and accounted for, we still have not heard from many of our bottler colleagues," wrote Company Chairman and CEO Neville Isdell, in a memo to employees. "Hundreds of Coca-Cola families have been displaced by Monday's hurricane and the subsequent flooding. Some know that they will not be able to return to their homes for months. Others still don't even know the extent of the damage to the homes they had to evacuate. Our thoughts and prayers are with all of them as they begin the task of rebuilding their lives.

"The Coca-Cola Company's commitment to our communities has never wavered, and now, when our communities in the Gulf States need us the most, I know that you will respond with the compassion, the strength and the leadership that have become the signature of our Company."

Relief Agency information:

- Red Cross: 1-800-HELP-NOW or www.redcross.org
- Salvation Army: 1-800-SAL-ARMY or www.salvationarmyusa.org
- FEMA Charity tips: www.fema.gov/rrr/help2.shtm