

HONDA | LA MARATHON

PRESENTED BY K-SWISS

For immediate release: March 11, 2010

Contacts: Pat Harris: (323) 965-4900 (Marathon)
Nancy Limon: (949) 336-4500 (Coca-Cola)

Coca-Cola to refresh 25,000 L.A. marathoners on March 21 *Company will continue "Live Positively" commitment as Official Marathon Sponsor*

LOS ANGELES – March 11, 2010 – The Coca-Cola Company has been known for refreshment and programs that support healthy, active communities for more than a century. On Sunday, March 21, Coca-Cola will continue both traditions, serving as an Official Sponsor of the 2010 Honda LA Marathon presented by K-Swiss. As the Official Beverage Sponsor, Coca-Cola will keep an expected 25,000 marathoners hydrated along their 26.2-mile marathon route.

"We're delighted to have Coca-Cola with us as a major sponsor of the Honda LA Marathon," said LA MARATHON LLC president Russ Pillar. "Coca-Cola's products offer great refreshment and will be warmly welcomed by our runners on race day, more and more so as the miles go by."

Coca-Cola products have been designated as the "Official Colas" (for Coca-Cola, Coke Zero and Diet Coke), "Official Water" (for DASANI) and "Official Sports Drink" (for POWERADE ION4) of the Honda LA Marathon. A "Coca-Cola Rejuvenation Station" with DASANI water will be available to runners at the start and finish lines. "Coca-Cola Hydration Stations" will offer water at each mile and POWERADE at every other mile, beginning with mile 3. In addition, Coca-Cola product samples will be offered at the LA Marathon Expo at Dodger Stadium on March 19-20, along the course at the four Marathon City Block Parties and at the Marathon Finish Line Beach Party in Santa Monica.

"Meeting the hydration and energy needs of thirsty runners is a perfect match for our beverage brands, including DASANI and POWERADE ION4 sports drink. They are going to be a big assist for the marathoners as they head through Hollywood, West Hollywood, Beverly Hills and on to Santa Monica and the finish" said Luis Fernando Ramirez, vice president, Western Region, The Coca-Cola Company. "Coca-Cola is pleased to support the 25,000 runners in the LA Marathon as they make a personal commitment to active, healthy living."

Coca-Cola is a first-time sponsor of the Honda LA Marathon presented by K-Swiss. In addition to sponsoring the marathon, Coca-Cola expects to have more than 60 local employees lace up their running shoes to participate in the marathon as part of Coca-Cola's 'Live Positively' philosophy, which guides the Company's commitment to making positive contributions to its customers, consumers and communities. Among them will be Kurt Ritter, market development manager, Los Angeles for Coca-Cola North America. Mr. Ritter is running in the marathon as a representative of the Coca-Cola Los Angeles Running Team. For the marathon, he forms part of the St. Jude Heroes Team; funds raised by Mr. Ritter and the Team will benefit pediatric cancer research at St. Jude Children's Research Hospital.

ABOUT LA MARATHON LLC:

We inspire athletes and connect communities. With thousands of volunteers, tens of thousands of participants, and hundreds of thousands of spectators, the Honda Los Angeles Marathon presented by K-Swiss is one of the largest organized road races in the country. For more information, visit www.lamarathon.com

Coca-Cola to refresh 25,000 LA Marathoners on March 21
2-2-2

ABOUT THE COCA-COLA COMPANY:

The Coca-Cola Company (NYSE: KO) is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Together with Coca-Cola, recognized as the world's most valuable brand, the Company's portfolio includes 14 billion dollar brands, including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply 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 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 website at www.thecoca-colacompany.com.

###