

A Moment of Refreshment, An Eternity of Waste?



Coca-Cola® Shareholders

Recycling Facts

- Every minute, more than 37 thousand empty Coke® soft drink bottles and cans are thrown away in the United States. In one day, more than 54 million become litter or get sent to landfills and incinerators.*
- Beverage container waste increased by more than 50% between 1992 and 1999. Recycling rates are declining in large part because of new single-serving, throwaway plastic bottles.
- Three quarters of all plastic soda, juice and water bottles are thrown away, not recycled.
- Coke® increasingly relies on plastic bottles for packaging products and has yet to address the growing waste problem.

* Based on data from Container Recycling Institute

Dear Shareholder,

Our company is the soft drink industry leader. We propose to make Coke® the recycling leader as well!

A group of institutional and individual investors have proposed a resolution requesting that the Coke® Board of Directors adopt a comprehensive recycling strategy. The proposal is on the agenda of the April 18th annual Coca-Cola® shareholders meeting.

You can help improve the company's environmental standing by voting for Proxy Proposal 5. The proposal advocates realistic goals already being achieved in some U.S. states and other countries. By January 1, 2005, the company would:

- Make plastic bottles with an average of 25 percent recycled plastic.
FACT: That's what Coca-Cola® does NOW in several countries including Coke® CEO Doug Daft's native Australia!
- Contribute to achieving an 80 percent recycling rate for beverage bottles and cans nationwide.
FACT: That's the rate NOW achieved on average in the ten U.S. states that require refundable container deposits!

Our resolution calls upon the board to prepare a report, by October 1, 2001, on the company's plans to achieve these objectives. Your support for the shareholder resolution on recycling will send an important message about Coca-Cola's role as a good corporate citizen.

CEO Doug Daft articulated our philosophy well when he said: "Our long-term success depends on quenching the thirst of consumers each day in an environmentally sound and sustainable way." Proxy Proposal 5 moves the company from talk to action on increasing recycling.

Sincerely,

Lewis Regenstein, Shareholder, Atlanta, GA
William C. Wardlaw, III, Shareholder, Atlanta, GA

P.S.: You can vote via the Internet, or by phone, until April 17th. If you have already voted and want to change your vote to YES on Proxy Proposal 5, that is allowed also. For more information, go to www.grrn.org

Vote **Yes** for Recycling
PROXY PROPOSAL 5

For voting and other information on Proxy Proposal 5, visit our Internet web site:

www.grrn.org

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