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FOR IMMEDIATE RELEASE

Grant Program Awards Recycling Containers to Keep Douglasville Beautiful and the City of Douglasville Parks & Recreation Department

Keep America Beautiful and Coca-Cola Partner to Fill Need for Recycling Bins in Public Spaces

[Douglasville, GA] (May 17, 2012) — Keep Douglasville Beautiful and the City of Douglasville Parks & Recreation Department will get a boost to their recycling efforts this summer thanks to a significant grant made possible by The Coca-Cola Foundation. Keep Douglasville Beautiful and the City of Douglasville Parks & Recreation Department will receive a total of 10 recycling bins designed specifically for placement outdoors at Hunter Park.

"Through our partnership with Keep America Beautiful, the Coca-Cola Bin Grant Program supports local community recycling efforts across the United States," said Lori George Billingsley, Vice President of Community Relations for Coca-Cola Refreshments. "We are pleased that these bins being placed in parks will provide additional opportunities for people to recycle."

Recipients were chosen by Keep America Beautiful based on a number of criteria including level of need, recycling experience and the ability of applicants to sustain their program in the future.

We have had a growing interest in recycling in Douglasville and wanted to give park patrons the opportunity to recycle their plastic bottles and cans at the park. The Douglasville Park's and Recreation Department is excited to be receiving the Coca-Cola recycling grant. The ten recycling bins will be placed in the baseball plaza at the newly renovated Hunter Park. "During baseball and softball tournaments, patrons and players will now have a place to recycle their plastic bottles. We will partner with the Douglasville Sanitation Department as well as Keep Douglasville Beautiful to make this program successful," said Bennett Oliver, Park's and Recreation Director. The Park's Department anticipates receiving the bins by the middle of July.

"Providing infrastructure for people to recycle on-the-go in our communities is a key component of making recycling a natural thing to do," said Matthew M. McKenna, president and CEO, Keep America Beautiful. "We are truly grateful for Coca Cola's support and commitment to recycling, and for its support and commitment of the Bin Grant Program."

The Bin Grant Program awards recycling bins directly to recipients and leverages volume buying discounts. In its seven years of operation, the Bin Grant Program has placed 29,000 recycling bins in over 500 communities in 48 states and the District of Columbia. A full list of the spring 2012 Bin Grant recipients and further information about the grant program is available at <http://bingrant.org/>.

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 more than 1,200 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 more information, visit www.kab.org.

About The Coca-Cola Company

[The Coca-Cola Company](http://www.thecoca-colacompany.com) (NYSE: KO) is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Led by Coca-Cola, the world's most valuable brand, our Company's portfolio features 15 billion dollar brands including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply, Georgia and Del Valle. Globally, we are the No. 1 provider of sparkling beverages, ready-to-drink coffees, and juices and juice drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy our beverages at a rate of 1.7 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that reduce our environmental footprint, support active, healthy living, create a safe, inclusive work environment for our associates, and enhance the economic development of the communities where we operate. Together with our bottling partners, we rank among the world's top 10 private employers with more than 700,000 system employees. For more information, please visit www.thecoca-colacompany.com or follow us on Twitter at twitter.com/CocaColaCo.

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