

Coca-Cola

 charity: water
present

ADAM LEVINE'S
BIRTHDAY PROJECT

100% OF THE PROCEEDS
GO TO CHARITY: WATER

THE
SEXIEST
H₂O
BASH

FEATURING **MARCOON 5**

MARCH 18 2015
7 PM

STAPLES CENTER
TIX ON SALE JAN 2015



1 Coca Cola Plz NW
Atlanta, GA 30313

404.676.2121

www.coca-colacompany.com

FOR MORE INFORMATION, CONTACT:

Courtney Inbody, chief public affairs and communications officer
Phone Number: 714.296.3846
Email: ckinbody@syr.edu

FOR IMMEDIATE RELEASE

Syracuse, N.Y., April 11, 2014 – The Coca-Cola Company will be hosting a press conference to announce its collaboration with charity: water to sponsor The Sexiest H₂O Bash, an event to raise \$1 million for water projects with celebrity spokesperson, Adam Levine, lead singer of Maroon 5.

What: A press conference to announce The Sexiest H₂O Bash event

Who: Statements by Muhtar Kent, chairman and CEO of the Coca-Cola Company; Scott Harrison, founder and CEO of charity: water; Jonna Davis, senior water program officer of charity: water; and Adam Levine, lead singer of the Grammy Award winning band, Maroon 5.

When: Tuesday, April 22, 2014 at 11:45 a.m.

Where: S.I. Newhouse School of Public Communications
3rd Floor, Newhouse 1, Miron Room
215 University Place Syracuse, NY 13244

RSVP by April 17, 2014 to Courtney Inbody, ckinbody@syr.edu

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. Led by Coca-Cola, one of the world's most valuable and recognizable brands, our Company's portfolio features 17 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 1.9 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 associates. For more information, visit Coca-Cola Journey at www.coca-colacompany.com, follow us on Twitter at twitter.com/CocaColaCo, visit our blog, Coca-Cola Unbottled, at www.coca-colablog.com or find us on LinkedIn at www.linkedin.com/company/the-coca-cola-company.com.

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**COCA-COLA TEAMS UP WITH CHARITY: WATER AND ADAM LEVINE
FOR A SEXY WATER BASH IN 2015**

Atlanta, April 22, 2014 – Coca-Cola (NYSE: KO) is proud to present The Sexiest H₂O Bash, an event to bring about the collaboration between Coca-Cola and the non-profit organization, charity: water. One of charity: water's fundraising campaigns is called "The Birthday Project," and Adam Levine, lead singer of the Grammy Award winning band Maroon 5, is stepping up to help out the cause.

"I felt it was necessary to bring awareness to such a great organization because of my recent travels to Uganda, and the amount of water borne diseases prevalent where I went," said Mr. Levine. "This is the perfect opportunity to share the music I love, and raise money for a cause that impacts thousands of lives."

The Sexiest H₂O Bash will take place on Wednesday, March 18, 2015, at the Staples Center in Los Angeles. Maroon 5 will be performing a benefit concert, and 100 percent of the ticket sale proceeds will go to water projects in developing countries around the world through charity: water. Doors will open at 5 p.m. The concert will begin at 7 p.m. Tickets will go on sale in January 2015. Prices may vary.

Coca-Cola will be sponsoring the event, providing beverages and a raffle for three backstage passes to meet Adam Levine after the concert. The Company is pledging to give half the proceeds made from the night of the concert from product sales to charity: water as well.

"This is the first partnership that Coca-Cola has made that directly aligns with our 2020 environmental goals for the company, and we are really excited that such an amazing organization is allowing us this opportunity," said Muhtar Kent, chairman and chief executive officer of Coca-Cola. "Our water goals are the reason why charity: water is the perfect partner, and we cannot wait to move forward with Mr. Levine and this amazing event we have planned."

Charity: water is a non-profit organization that helps bring clean water to developing countries. Over 800 million people walk over four hours to get clean water, which means they are not in

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school or providing for their families. Since creation, charity: water has funded over 9,000 clean water projects in 20 developing countries. Over \$9 million dollars have been raised through “Birthday Projects,” and Coca-Cola hopes to raise another \$1 million through this event.

“A ‘Birthday Project’ is essentially telling your friends and family that instead of giving you presents or money, you donate to charity: water instead,” said Scott Harrison, founder and chief executive officer of charity: water. “Never in my wildest dreams did I think someone as prominent and talented as Adam Levine would create a ‘Birthday Project.’ This event is going to be monumental, and one we will never forget.”

Coca-Cola hopes to maintain the partnership with charity: water and sponsor more “Birthday Projects” to raise funds for water projects until 2020, as yet another step towards the Company’s sustainability efforts.

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About charity: water

charity: water is a non-profit organization bringing clean, safe drinking water to people in developing nations. One hundred percent of public donations directly fund sustainable water solutions in areas of greatest need. Right now, 800 million people on the planet don’t have access clean and safe drinking water. That’s one in nine of us. Unsafe water and lack of basic sanitation cause 80% of diseases and kill more people every year than all forms of violence, including war. Children are especially vulnerable, as their bodies aren’t strong enough to fight diarrhea, dysentery and other illnesses. For more information, please visit www.charitywater.org.

Forward-Looking Statements

This press release may contain statements, estimates or projections that constitute “forward-looking statements” as defined under U.S. federal securities laws. Generally, the words “believe,” “expect,” “intend,” “estimate,” “anticipate,” “project,” “will” and similar expressions identify forward-looking statements, which generally are not historical in nature. Forward-looking

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statements are subject to certain risks and uncertainties that could cause actual results to differ materially from The Coca-Cola Company's historical experience and our present expectations or projections. These risks include, but are not limited to, obesity and other health concerns; water scarcity and poor quality; changes in the nonalcoholic beverage business environment and retail landscape; increased competition; increased demand for food products and decreased agricultural productivity as a result of changing weather patterns; consolidation in the retail channel or the loss of key retail or foodservice customers; an inability to expand operations in developing and emerging markets; fluctuations in foreign currency exchange rates; interest rate increases; an inability to maintain good relationships with our bottling partners; a deterioration in our bottling partners' financial condition; increases in income tax rates, changes in income tax laws or unfavorable resolution of tax matters; increased or new indirect taxes in the United States or in other major markets; increased cost, disruption of supply or shortage of energy or fuels; increased cost, disruption of supply or shortage of ingredients, other raw materials or packaging materials; changes in laws and regulations relating to beverage containers and packaging; significant additional labeling or warning requirements or limitations on the availability of our products; an inability to protect our information systems against service interruption, misappropriation of data or breaches of security; unfavorable general economic conditions in the United States; unfavorable economic and political conditions in international markets; litigation or legal proceedings; adverse weather conditions; climate change; damage to our brand image and corporate reputation from product safety or quality, human and workplace rights, obesity or other issues, even if unwarranted; changes in, or failure to comply with, the laws and regulations applicable to our products or our business operations; changes in accounting standards; an inability to achieve our overall long-term goals; continuing uncertainty in the global credit markets; one or more of our counterparty financial institutions default on their obligations to us or fail; an inability to realize additional benefits targeted by our productivity and reinvestment program; an inability to renew collective bargaining agreements on satisfactory terms, or we or our bottling partners experience strikes, work stoppages or labor unrest; future impairment charges, including charges by equity method investees; multi employer plan withdrawal liabilities in the future; an inability to successfully integrate and manage our Company-owned or -controlled bottling operations; global or regional catastrophic events; and other risks discussed in our Company's filings with the Securities and Exchange Commission (SEC), including our Annual Report on Form 10-K for the year ended December 31, 2012 and our subsequently filed Quarterly Reports on Form 10-Q, which filings are available from the SEC. You should not place undue reliance on forward-looking statements, which speak only as of the date they are made. The Coca-Cola Company undertakes no obligation to publicly update or revise any forward-looking statements.

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**FACT SHEET: THE SEXIEST H₂O BASH
APRIL 2014**

COCA-COLA COMPANY

- Global Headquarters: 1 Coca Cola Plz NW, Atlanta, GA 30313
- Established in 1886
- Muhtar Kent, CEO
- Gary Fayard, CFO
- 16 billion-dollar brands in over 200 countries
- More than \$48 billion in operating revenue
- A total of 468 community water projects in over 100 countries

CHARITY: WATER

- Global Headquarters: 200 Varick St Suite 201 New York, NY 10014
- Established in 2006
- Scott Harrison, Founder and CEO
- Michael Letta, CFO
- Works in 22 developing countries in Africa, Asia, Latin America and the Caribbean
- More than \$93 million raised
- Over 11,000 completed water projects

Why Attend The Sexiest H₂O Bash

- 800 million people around the world do not have access to clean water
- 100 percent of the proceeds to charity: water go straight to clean water projects
- Having clean water means improved health, higher income and better education

The Sexiest H₂O Bash

- Adam Levine's Birthday Project for charity: water
- Maroon 5 performing a benefit concert
- Raffle for three backstage passes to meet Adam Levine
- 100 percent of the proceeds from ticket sales go to charity: water
- Half the proceeds from Coca-Cola product sales go to charity: water
- Wednesday, March 18, 2015, 7 p.m.
- Staples Center, Los Angeles
- Tickets go on sale January 2015

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**BACKGROUNDER: THE SEXIEST H₂O BASH
APRIL 2014**

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. Led by Coca-Cola, one of the world's most valuable and recognizable brands, our Company's portfolio features 16 billion-dollar brands. 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 1.9 billion servings a day.

Early History

The Coca-Cola journey started in 1886 when an Atlanta pharmacist, Dr. John S. Pemberton, created a distinctive soft drink to be sold at soda fountains. He created the flavored syrup, took it to a neighborhood pharmacy and mixed it with carbonated water. Dr. Pemberton's bookkeeper, Mr. Frank M. Robinson, named the beverage "Coca-Cola" and designed the distinct script, still used today, worldwide.

Sustainability Efforts

Coca-Cola's leadership priorities are the three W's: women, water and well-being. The 5by20 initiative is Coca-Cola's commitment to empower 5 million women entrepreneurs around the world by 2020. Our water initiative is to give both communities and nature back as much water as we use, which equals 81.1 billion liters of water, by 2020. Finally, we are supporting healthy lifestyles through encouraging physical activity, nutritional transparency, offering low- or no-calorie beverage options and providing a safe work environment.

The Coca-Cola Company Mission Statement

Our Roadmap starts with our mission, which is enduring. It declares our purpose as a company and serves as the standard against which we weigh our actions and decisions.

To refresh the world...

To inspire moments of optimism and happiness...

To create value and make a difference.

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About charity: water

Charity: water is a non-profit organization bringing clean, safe drinking water to people in developing nations. One hundred percent of public donations directly fund sustainable water solutions in areas of greatest need. Right now, 800 million people on the planet do not have access clean and safe drinking water. That is one in nine. Unsafe water and lack of basic sanitation causes 80 percent of diseases and kill more people every year than all forms of violence, including war. Children are especially vulnerable, as their bodies are not strong enough to fight diarrhea, dysentery and other illnesses.

Early History

Founder and CEO Scott Harrison realized that he wanted to do more with his life than hang out with models and celebrities at over-priced clubs in New York City. He volunteered for eight months with the humanitarian organization, Mercy Ships, in 2004, and was a ship photojournalist during their travels to Africa. He fell in love with Liberia, but noticed that most of their problems derived from water-borne diseases. Charity: water was formed as a response to the crisis in 2006.

Water Projects

Bringing clean water to developing countries comes in the form of water projects. One hundred percent of the proceeds from donations and Birthday Projects go straight to these projects. They include hand dug wells, up to 15 meters by hand to reach aquifers; drilled wells to reach aquifers; rainwater catchments for holding rainfall in sanitary tanks; gravity fed systems; piped systems to deliver water to tap stands; water purification systems to remove contaminants; BioSand filters; spring protections to capture and safely store pure water; and latrines to provide privacy and safe bathroom use.

The charity: water Mission Statement

Charity: water is a non-profit organization bringing clean and safe drinking water to people in developing nations.

The Sexiest H₂O Bash

Adam Levine, member of the award winning band Maroon 5, will be having a Birthday Project to support charity: water. Maroon 5 will perform a benefit concert, sponsored by Coca-Cola, on Wednesday, March 18, 2015, at the Staples Center in Los Angeles. Tickets will go on sale January 2015; 100 percent of the ticket sales will go to charity: water, as well as half of the proceeds made from Coca-Cola products sold at the concert the night of. The concert will begin at 7 p.m. Coca-Cola will also have a raffle before the concert for three backstage passes to meet Adam Levine. The goal is to raise \$1 million dollars for charity: water. For more information, please visit www.coca-colacompany.com/sexiesth2obash.

Support the Cause

Over 800 million people around the world do not have access to clean water. Diseases from unsafe water and lack of basic sanitation kill more people than war. Children are especially vulnerable, as their bodies are not strong enough to fight diarrhea, dysentery and other water-borne diseases. Women and children in Africa spend over 40 billion hours every year searching for water. Time spent searching could be spent in schools, or taking care of family members.

Coca-Cola

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Muhtar Kent
Chairman and Chief Executive Officer

Chairman of the Board and CEO Muhtar Kent, 62, brings years of experience to the Coca-Cola Company, working his way up the ranks from being a general manager to the CEO. He has held the position since 2009.

After joining the Coca-Cola Company in 1978, he became general manager of Coca-Cola Turkey and Central Asia in 1985. From there, he became the senior vice president of Coca-Cola International in 1989, which included 23 countries. In 1999, Mr. Kent became the president and CEO of Efes Beverage Group, to come back to Coca-Cola in 2005 as the president and chief operating officer, to become president of Coca-Cola International and chief executive officer less than a year later.

Mr. Kent has a bachelor of science in economics from the University of Hull in England and a master of science in administrative sciences from Cass Business School, City University London. Mr. Kent holds many titles in the global business community, is on many boards and was appointed by President Obama as a member of the Eminent Persons Group for ASEAN.

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Revised: April 2014



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Courtney Inbody
Chief Public Affairs and Communications Officer

Senior vice president and chief public affairs and communications officer Courtney Inbody, 35, provides a well-rounded background of experience to the Coca-Cola Company. She has held the position since 2012.

Ms. Inbody worked for the Walt Disney Company as the executive vice president and chief communications officer. Under her supervision, she led the communications and positioning strategy for the strategic business initiatives, including the acquisitions of Pixar, Marvel and Lucasfilm. She left the Walt Disney Company in 2009. She became the executive assistant to chairman and CEO Muhtar Kent in 2009, and was named vice president. In May of 2012, she was named senior vice president and chief public affairs and communications officer of The Coca-Cola Company.

Ms. Inbody has a bachelor of science in public relations from S.I. Newhouse School of Public Communications at Syracuse University and a master of business administration from Stern School of Business at New York University. She also serves on the board of directors for Toys for Tots and Locks of Love.

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Revised: April 2014



charity: water

200 Varick Street, Suite 201
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www.charitywater.org



Scott Harrison
Founder

Founder Scott Harrison, 38, created the non-profit organization charity: water in 2006 after his experience with Mercy Ships in 2004. His love for charity stemmed after his life of New York parties led him to his need for spiritual renewal.

During his time with the humanitarian organization Mercy Ships, he was a ship photojournalist and witnessed life-changing stories daily from the doctors he observed. Mercy Ships offers free medical care to people in developing countries, and let Mr. Harrison experience life in Africa. He then fell in love with Liberia and the men and women who lived there with diseases he could not fathom – most of which were water-borne diseases. He proceeded to create charity: water.

Mr. Harrison holds a bachelor's degree in communications from New York University. He and his wife Viktoria currently reside in New York, NY. Viktoria is the Director of Design and Branding for charity: water.

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Jonna Davis
Senior Water Program Officer

Jonna Davis, 31, went from the corporate world to the charity world after she felt that she needed more meaning in the work that she was doing. Moving from New York to London, to Lahore, Pakistan, Ms. Davis now finds herself as a senior water programs officer at charity: water. She has held the position since 2010.

Ms. Davis worked as a senior analyst of transfer pricing at Ernst & Young, consulting clients from a tax perspective, when she realized that she wanted something more meaningful. She was an advocacy intern for the nonprofit Human Rights Watch in London. Then, she interned with the Human Rights Commission of Pakistan, doing research on religious minorities, which is how she got her start in human rights. She was a campaign and research assistant for Crisis Action before starting her position with charity: water.

Ms. Davis has a bachelor's degree in economics and music from New York University. She also has a master's degree in human values and contemporary global ethics from King's College London. Ms. Davis currently resides in New York City, and travels from Cambodia to the Democratic Republic of Congo, and everywhere in between for her job.

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THE SEXIEST H₂O BASH



Adam Levine
Lead Singer of Maroon 5

Adam Noah Levine, 35, is a Grammy Award-winning singer and musician, best known as the lead vocalist of pop rock band Maroon 5. He was named *People* magazine's Sexiest Man Alive in 2013, becoming the first singer and the second non-actor to claim the title.

Born and raised in Los Angeles, Levine began his music career with school friend's guitarist Jesse Carmichael, bassist Mickey Madden and drummer Ryan Dusick. Together they formed the alternative rock band Kara's Flowers, releasing their first album *The Fourth World* in 1997 as high school seniors. The album failed commercially and the group members later disbanded. Levine left Los Angeles for New York to pursue an education in music, and returned to California in 2000 to reunite with former members of Kara's Flowers and add a new member, guitarist James Valentine to create Maroon 5.

Currently, Levine resides in Los Angeles with his golden retriever named Frankie, and fiancée, Victoria's Secret model Behati Prinsloo.

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**THE
SEXIEST
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SIGN IN SHEET
APRIL 22, 2014

NAME

MEDIA AFFILIATION

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Coca-Cola Senior VP & CPACO Courtney Inbody Biography

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Adam Levine Biography

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