

# *Coca-Cola Enterprises Inc.*

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## **FOR IMMEDIATE RELEASE**

### **COCA-COLA ENTERPRISES VIRTUAL FACILITY TOUR WINS PR NEWS CSR AWARD**

ATLANTA, March 3, 2010 – Coca-Cola Enterprises (NYSE: CCE) has been recognized as a recipient of the 2010 *PR News* CSR Award in the Video Program category for the company's first-ever Virtual Facility Tour.

CCE hosted the virtual tour and a live Q&A with chairman and chief executive officer John F. Brock and other senior leaders in October 2009. The forum, which can be viewed at <http://crs.cokecce.com/virtualfacilitytour>, provided an exclusive look inside CCE's Bellevue, Wash., production and distribution facility. As part of their commitment to the company's three environmental focus areas of water stewardship, energy conservation/climate change, and sustainable packaging/recycling, employees at the Bellevue facility have reduced water use by approximately 17 percent, deliver products using hybrid electric trucks, and recycle more than 99.8 percent of materials.

"It is important that we continue finding innovative, thoughtful ways to engage our stakeholders and communicate Coca-Cola Enterprises' Corporate Responsibility and Sustainability efforts," said John H. Downs, Jr., senior vice president, Public Affairs and Communications. "This recognition validates the work we are doing to embed sustainability into our operations not only at our Bellevue facility, but also in our more than 400 facilities throughout North America and Europe."

*PR News'* CSR Awards recognize corporations that have executed highly successful and impactful CSR campaigns. The winners were announced on Wednesday, February 24, at the

National Press Club in Washington, D.C. CCE was also recognized with an honorable mention award in the Overall Corporation category, while Brock earned an honorable mention award in the CSR Executive of the Year category.

“Coca-Cola Enterprises’ Virtual Facility Tour was impressive on a number of levels. In addition to giving viewers live access to key CCE leadership, it went off without a hitch despite the fact that it was the first production of its kind for the company,” said Scott Van Camp, editor, *PR News*. “Most importantly, the presentation included environmental sustainability facts, figures and images that strengthened CCE’s position as a leader in corporate social responsibility communications.”

For more information about Coca-Cola Enterprises’ Corporate Responsibility and Sustainability efforts and to view the Virtual Facility tour, please visit the company’s CRS website at <http://crs.cokecce.com>.

Coca-Cola Enterprises is the world's largest marketer, distributor and producer of bottle and can liquid nonalcoholic refreshment. CCE sells approximately 80 percent of The Coca-Cola Company's bottle and can volume in North America and is the sole licensed bottler for products of The Coca-Cola Company in Belgium, continental France, Great Britain, Luxembourg, Monaco, and the Netherlands.

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