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**THE COCA-COLA SYSTEM DELIVERS ON ITS COMMITMENT  
TO SCHOOLS ACROSS THE U.S.**

***Implementation of Beverage Industry School Guidelines  
Results in an 88 Percent Decline in Calories Delivered to Schools by Industry***

**NEW YORK, NY, March 8, 2010** -- Today, the Coca-Cola system in the U.S. proudly joined with the William J. Clinton Foundation, the Alliance for a Healthier Generation and members of the American Beverage Association (ABA) to announce that it has successfully delivered on its three-year commitment to increase the availability of no- and low-calorie beverages to schools across the country. As a result, the industry has driven an 88 percent reduction in total calories from beverages delivered to schools in the first half of the current school year, as compared to the first of the 2004-2005 school year.

"It was the right thing to do in 2006, and it continues to be the right thing to do today," said Sandy Douglas, president of Coca-Cola North America. "The Coca-Cola system is extraordinarily proud of what we have accomplished and how we are making it easier for schools and parents to help young people make balanced choices."

The Coca-Cola system helped institute the U.S. School Beverage Guidelines in 2006 by voluntarily removing regular soft drinks from U.S. schools. At the beginning of the 2009-2010 school year, 98.8 percent of schools and school districts measured were in compliance with the School Beverage Guidelines.

"Coca-Cola recognizes that the world is changing and that Americans are increasingly looking for ways to lead balanced, active lifestyles," said Steve Cahillane, president of Coca-Cola Enterprises, North American Business Unit. "Today's achievement is the latest example of the Coca-Cola system's commitment to being a responsible school partner and to supporting education through active lifestyle programs in schools."

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The Coca-Cola system's commitment to schools and education goes beyond the cafeteria. The Coca-Cola Company and its bottlers share a legacy of supporting education through programs like the Coca-Cola Scholars Foundation. Since 1986, the Coca-Cola Scholars Foundation has awarded more than \$53 million in scholarships to more than 10,000 students across a variety of scholarship programs.

Through the popular online loyalty program, MyCokeRewards.com, parents and local school communities can donate their MyCokeRewards points and enable local schools to obtain sports and playground equipment, art and music supplies and resources to supplement their educational programs for students. Since MyCokeRewards for Schools launched in 2008, more than 21 million points have been donated to 4,000 schools throughout the U.S. These schools have then redeemed their points for more than 3,300 rewards valued at \$320,000.

**Note to Editors:**

The *Alliance School Beverage Guidelines Final Progress Report* can be found at [www.ameriber.org](http://www.ameriber.org). More information about The Coca-Cola's Company's commitment to balanced, active and healthy lifestyles can be found at [www.livepositively.com](http://www.livepositively.com).

**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](http://www.thecoca-colacompany.com).

**About Coca-Cola Enterprises**

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. For more information on the company, please visit [www.cokecce.com](http://www.cokecce.com). For more information about CCE's commitment to Corporate Responsibility and Sustainability, please visit <http://crs.cokecce.com>.

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