



CONTACTS

Robert Wallace/Kelley Dennings/Alec Cooley

Tel: 203.659.3016, 202.688.0605, 843.278.7686

Email: rwallace@kab.org / kdennings@kab.org / acooley@kab.org

Web site: www.kab.org

For Immediate Release

Coca-Cola and Keep America Beautiful Expand 2012 Grant to Support Recycling

- Call for entries now open, including new grants for colleges and universities -

STAMFORD, Conn. (Jan. 30, 2012) — The Coca-Cola Company and Keep America Beautiful, Inc. (KAB) today announced a call for entries for the newly expanded 2012 Coca-Cola Recycling Bin Grant Program, a program designed to expand and support recycling in communities across America. The Coca-Cola Recycling Bin Grant Program is funded through grants from The Coca-Cola Foundation.

For 2012, Coca-Cola has significantly expanded its investment in the Bin Grant Program to include both a specific college and university focused grant and the traditional public space recycling bin grant.

“Through the Coca-Cola Bin Grant Program, we’ve provided more than 20,000 recycling bins to help communities across the United States increase recycling. We hope that by expanding this program to include additional funding dedicated to colleges and universities, we can further improve recycling and have a positive impact on the next generation of leaders,” said Lori George Billingsley, Community Relations Vice President for Coca-Cola Refreshments.

“Providing recycling opportunities in public spaces is an important national initiative for our organization as we aim to increase our nation’s recycling rates,” said Matthew M. McKenna, president and CEO of Keep America Beautiful, Inc. “Through public-private partnerships such as this one with Coca-Cola, we can provide recycling infrastructure to local organizations that might not otherwise be able to afford it. We are truly grateful to The Coca-Cola Company for its continued support.”

All interested parties may visit <http://bingrant.org> and submit an online grant application through March 2, 2012. Eligible grant recipients for the public space grant include government agencies, civic organizations, schools and non-profit groups. Colleges and universities will complete a different application for the newly established grant dedicated to them. Successful applicants will be notified by Keep America Beautiful on or before April 22 to offer guidance, confirm their needs and solidify bin selection. Suppliers will deliver bins directly to the recipients throughout the summer.

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 over 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's environment. To learn more, visit www.kab.org.

About The Coca-Cola Company

[The Coca-Cola Company](http://www.coca-cola.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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