

May 28, 2008



# Coca-Cola North America Strengthens Hispanic Marketing Leadership Team

## Reinaldo Padua Named Assistant Vice President of Hispanic Marketing

ATLANTA--(BUSINESS WIRE)--

Reinaldo Padua was recently named assistant vice president of Hispanic Marketing for Coca-Cola North America (CCNA). Padua will be responsible for leading CCNA's Hispanic marketing strategy and program execution.

"The addition of Reinaldo to our Hispanic marketing team is fundamental to our plans to extend our strong presence and growth within the Hispanic community," said Katie Bayne, chief marketing officer, Coca-Cola North America. "Hispanic consumers have always been critical to Coca-Cola and Reinaldo brings a deep understanding of the richness of the culture and how to communicate most effectively with the Hispanic community."

Padua joins the company from the Zyman Group, an international marketing strategy consulting firm, where he was a managing consultant for several global clients in the food, beverage, retail and insurance industries. While at Zyman Group, he led projects that helped clients identify and capture the existing opportunities in the U.S. multicultural market to maximize growth at the brand and portfolio levels. Prior to joining Zyman Group, Padua held key marketing positions with Procter & Gamble and Kraft Foods in Latin America and BellSouth in the US.

Padua has more than 12 years of experience in multicultural marketing, general marketing strategy, product management, and market research for global consumer package goods and telecommunications companies. Born and raised in Venezuela, Padua holds an MBA from Duke University's Fuqua School of Business and bachelor's degrees in Systems Engineering and Business Administration from Universidad Metropolitana in Venezuela.

### About The Coca-Cola Company

The Coca-Cola Company is the world's largest beverage company, refreshing consumers with more than 450 sparkling and still brands. Along with Coca-Cola, recognized as the world's most valuable brand, the Company's portfolio includes 12 other billion dollar brands, including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid 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 1.5 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).

Source: The Coca-Cola Company