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The Coca-Cola Company Names Joseph V. Tripodi Chief Marketing and Commercial Officer

ATLANTA--(BUSINESS WIRE)--

The Coca-Cola Company today announced the appointment of Joseph V. Tripodi to the position of chief marketing and commercial officer, reporting to President and Chief Operating Officer Muhtar Kent. Most recently, Mr. Tripodi was the senior vice president and chief marketing officer for Allstate Insurance Co., where he was responsible for the structure, strategy and execution of all of their marketing efforts.

In his role, Mr. Tripodi will lead a new function consisting of the combination of the Company's global marketing and commercial organizations. In addition to overseeing all aspects of marketing, he will be responsible for coordinating and leading the Company's strategic direction in Commercial Leadership.

"Joe brings 25 years of diverse global marketing and business experience and leadership to The Coca-Cola Company, much of it spent working for some well-known consumer brands in regions all over the world," said Muhtar Kent. "In his new role, he will help us integrate two important functions - Marketing and Commercial Leadership - that, once aligned, can help move the business the quickest and furthest.

"We believe that enhancing the focus of our global marketing team and processes on our customers - who are the direct pipeline to consumers, all the way to point of purchase - will strengthen our entire business."

Prior to joining Allstate in 2003, Mr. Tripodi was chief marketing officer for The Bank of New York. He served as chief marketing officer for Seagram Spirits & Wine Group from 1999 to 2002. From 1989 to 1998, he was the executive vice president for global marketing, products and services for MasterCard International, where among other achievements he was a chief architect of the acclaimed "Priceless" campaign. Previously, Joe spent seven years with the Mobil Oil Corporation, where he gained considerable international experience in roles of increasing responsibility in planning, marketing, business development and operations in New York, Paris, Hong Kong and Guam. Mr. Tripodi has an undergraduate degree in economics from Harvard University and a master's degree from The London School of Economics.

Mr. Tripodi said, "I've always greatly admired The Coca-Cola Company and its brands and, like many others, have watched from the sidelines as they embarked on a transformational program to revitalize their business. It's a great honor for me to partner with such a strong and creative management team and to help contribute to future growth through successful alignment of the Marketing and Commercial Leadership functions."

The Coca-Cola Company

The Coca-Cola Company is the world's largest beverage company. Along with Coca-Cola(R), recognized as the world's most valuable brand, the Company markets four of the world's top five nonalcoholic sparkling beverage brands, including Diet Coke(R), Fanta(R) and Sprite(R), and a wide range of other beverages, including diet and light beverages, waters, juices and juice drinks, teas, coffees, energy and sports drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate exceeding 1.4 billion servings each day. For more information about The Coca-Cola Company, please visit our website at www.thecoca-colacompany.com.

Source: The Coca-Cola Company