

The Coca-Cola Company
news
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THE COCA-COLA AFRICA FOUNDATION
LAUDED BY GLOBAL BUSINESS COALITION FOR MALARIA WORK

JOHANNESBURG, May 28, 2010 -- The Coca-Cola Africa Foundation's work in the field of malaria has received the Global Business Coalition *Excellence in Business Action Award* for outstanding Partnership and Collective Action. The award will be handed out at the Global Business Coalition Awards dinner in Washington, DC on 8 June.

The Global Business Coalition was established in 2001, when Kofi Annan, then Secretary-General of the United Nations, called for more business involvement in fighting AIDS. Today, the coalition's 200-plus corporate members engage with a network of governmental and civil society partners to assist in the fight against HIV/AIDS, tuberculosis and malaria.

"It is an honor to receive this prestigious award from the Global Business Coalition," said William Asiko, President of the Coca-Cola Africa Foundation and Group PAC Director. "The Coca-Cola Company's operating philosophy is based on our belief of helping to make the communities in which we operate sustainable. This partnership with NetsforLife® is proving to have a real impact in Africa and in the fight against malaria thus helping to achieve this overall goal."

NetsforLife® is a partnership of The Coca-Cola Africa Foundation, the ExxonMobil Foundation, Standard Chartered Bank, Starr International Foundation, the White Flowers Foundation and Episcopal Relief & Development.

To date, NetsforLife® had distributed more than 2 million bed nets – which dramatically reduce malaria transmission rates – and trained nearly 10,000 volunteers in 17 countries.

Malaria kills nearly 1 million people each year in African communities, with 90 percent of these deaths occurring in sub-Saharan Africa. Pregnant women and young children are disproportionately affected by the disease, which also costs \$12 billion a year in lost productivity.

“Besides distributing nets and training people to work in communities with their friends, colleagues and neighbors on malaria prevention, NetsforLife® has succeeded in instilling a ‘net culture’ in communities that were previously unaware of the benefits of sleeping under a long-lasting, insecticide-treated net,” said Asiko. “There is empirical evidence that thousands of lives of children under five have been saved by this intervention, which we are extremely proud to be a part of.”

Asiko and Clyde Tuggle, Senior Vice President, Global Public Affairs & Communications, will accept the award on behalf of the Coca-Cola system during GBC's annual awards ceremony in Washington, D.C. The event will culminate a two-day conference focused on improving the effectiveness of public/private collaboration on global health. The rare gathering of international leaders will include the Secretary-General of the United Nations, the heads of the WHO and UNAIDS, U.S. Secretary for Health and Human Services Kathleen Sebelius and former U.S. Secretary of State Condoleezza Rice.

The program partnership's next challenge will be to meet its goal of mobilizing 30,000 volunteers and distributing 7 million nets in sub-Saharan Africa by 2013.

This partnership is just one of many that The Coca-Cola Africa Foundation runs throughout Africa in the areas of preventative Health, Water, Education, Entrepreneurship and Humanitarian Assistance.

About The Coca-Cola Company

The Coca-Cola Africa Foundation was created in 2001 to manage the community investments of the Coca-Cola System in Africa. Over the last nine years, it has invested substantially in the areas of education, health and the environment; and continues to partner with credible institutions, leveraging the Coca-Cola System's unparalleled manufacturing and distribution network, to access some of Africa's most remote locations for community development and numerous disaster relief efforts across the continent. In collaboration with Coca-Cola Ghana, The Coca-Cola Africa Foundation funds and implements projects across Ghana aimed at enabling communities and touching lives.

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