



February 20, 2007

Muhtar Kent, President and Chief Operating Officer
The Coca-Cola Company
P.O. Box 1734
Atlanta, Georgia 30301

Dear Mr. Kent:

As you may know, PepsiCo has become the first major soft drink company to list the caffeine content of its products on bottles and cans. Another company, Lipton, lists caffeine content on boxes of tea. That kind of information is useful to parents, pregnant women, and others concerned about the effects of what is, after all, a mildly addictive stimulant drug.

The Center for Science in the Public Interest and the American Medical Association have urged the Food and Drug Administration to require soft-drink and coffee makers to list caffeine content on labels. Until FDA acts, we believe that every food company whose foods contain caffeine, whether it occurs naturally or artificially, should disclose milligrams of caffeine voluntarily. In addition to helping some consumers avoid caffeine, disclosure may help those of your customers who wish to seek it out.

I hope you will agree that disclosing caffeine is helpful to your customers throughout the world. Please consider disclosing caffeine content (it's already on Enviga cans) and helping make that the industry norm.

Sincerely,

A handwritten signature in black ink that reads "Michael F. Jacobson". The signature is written in a cursive style with a long, sweeping underline.

Michael F. Jacobson, Ph.D.
Executive Director

cc: J. Alexander M. Douglas, Jr., President and COO - North America Group