

# *The Coca-Cola Company*

COCA-COLA PLAZA  
ATLANTA, GEORGIA

ADDRESS REPLY TO  
P. O. BOX 1734  
ATLANTA, GA 30301

404-676-2121

December 4, 2007

Mr. Steve Hindi  
President  
SHARK  
P.O. Box 28  
Geneva, IL 60134

Dear Mr. Hindi,

In response to your recent letter to Mark Preisinger, Vice President, Public Policy and Stakeholder Engagement, please note that The Coca-Cola Company maintains a long-standing policy regarding animal welfare and the ethical and humane treatment of animals.

Our Company does not sponsor rodeos or bullfighting events. However, rodeos are subject to federal, state and local laws and are closely monitored to ensure adherence to numerous guidelines and restrictions regarding proper treatment of animals. The majority of rodeos are sanctioned by a governing body, the Professional Rodeo Cowboys Association (PRCA), which has a strict code of rules including 60 regulations that safeguard animal welfare. Violators are subject to fines and disqualification from events.

We recognize the right of independent bottlers to sponsor local events and community initiatives, including the many state fairs and local festivals that celebrate the history and heritage of the Western United States. Because some of these fairs and festivals may include rodeo events, we will reiterate to the bottlers our Company's policy and ask that they ensure that the events they sponsor are compliant with the PRCA guidelines for responsible treatment of animals. And, as we have done in the past, we will alert them to your concerns.

We also have shared your concerns with the PRCA and have asked them to respond to you directly.

Kind regards,



Kari Bjorhus  
Director, Public Affairs  
The Coca-Cola Company