

The Coca-Cola Company
news
release

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**Environmental Protection – “Easier Said Than Done”
Only 20% of Respondents in Hong Kong Do Enough for
Environmental Protection**

***New 500mL Bonaqua Lightweight Bottle Packaging:
Reducing Plastic Material by 34%; Twistable Feature Helps Recycling***

HONG KONG, 8 July 2010 – Results of a survey conducted by The University of Hong Kong’s Public Opinion Program (POP) revealed that people in Hong Kong are concerned about environmental protection and perceive it as everyone’s responsibility; but for most people, living an “environmentally friendly” life is hard to do on a daily basis.

To help people contribute to environmental protection in an easy manner, The Coca-Cola Company’s Bonaqua today launches Hong Kong a new lightweight bottle design. Bonaqua Lightweight Bottle is the lightest* plastic water bottle among the common brands of bottled water in Hong Kong. A new 500mL Bonaqua Lightweight Bottle is specially engineered to use 34% less plastic and to easily “twist and shrink” after drinking. The twistable design would encourage bottled water drinkers to reduce their impact on the environment and save recycling space by simply twisting the bottle after drinking before putting into the recycle bin.

Environmental Protection: Everyone's Responsibility and More should be Done

Bonaqua commissioned The University of Hong Kong's POP to conduct a telephone survey with 508 Hong Kong people aged between 15 and 49 about their attitude towards environmental protection in June 2010. The results showed that over 90% (94% to 97%) of respondents agree that environmental protection is everyone's responsibility, but only 20% (23%) said that they have done enough in this regards.

Environmental Protection: Inconvenient, No Enjoyment, Costly

Other key findings from respondents are:

- About 80% (77%) said that environmental protection means sacrificing certain enjoyment
- About 70% (69%) of them said that environmental protection needs the cooperation of different parties and not much impact can be created by oneself
- Over 60% (62%) stated that it is difficult to purchase environmentally friendly products for daily living in Hong Kong
- Another 60% (64%) said that environmentally friendly products are usually more expensive resulting in higher cost of living
- About 60% (58%) agreed that environmental protection involves changing personal habits which causes inconvenience

"The survey results show that people in Hong Kong are concerned about environmental protection, but it is hard to live an "environmentally friendly" life in this city. The Coca-Cola Company shares the same belief with Hong Kong people – environmental protection is everyone's responsibility. We also believe that business growth and sustainability should go hand-in-hand. We have allocated a lot of resources to improve the design of Bonaqua packaging, to offer a product with less environmental impact for bottled water drinkers in Hong Kong. People do not need to pay more for this innovation and they can contribute to the reduction in environmental load while they are enjoying the quality Bonaqua Mineralized Water," Karen So, General Manager, Hong Kong & Macau Region, Coca-Cola China Limited.

Reducing Plastic Material and Saving Recycling Space

Through unique design and advanced technology, the plastic material used in Bonaqua Lightweight Bottle's cap, body and base are reduced. The body of a 500mL Bonaqua Lightweight Bottle weighs just 11.8g. Its design uses 34% less plastic compared with the conventional Bonaqua bottle and so reduces the material carbon footprint by 34%.

Grooves are added to the body of the Lightweight Bottle to allow easy twisting after drinking for improving recycling. Twisting an empty 500mL Bonaqua Lightweight Bottle would reduce its size by an average of 86% as compared with the original packaging, so saving valuable recycling space.

The survey also found that nearly half (48%) of respondents will throw a bottle into a recycle bin after drinking. About 30% (33%), said they will put the bottle into a regular rubbish bin. The reasons for not recycling a bottle include not knowing the location of recycle bins, or no recycle bins are around, they used to put the bottle into a regular bin and they felt it troublesome in carrying an empty water bottle. (Please refer to the survey report for details of the results.)

Karen added, “Every effort counts. Bonaqua Lightweight Bottle can be put in your bag or even a pocket on your jeans after twisting. We encourage all bottled water drinkers to twist the bottle after drinking and put it into the nearby recycle bin they see.”

To reveal a creative side to recycling, Bonaqua teamed up with pop star Leo Ku, illustrator Siu Hak, and Milk Magazine to create four unique artworks that hit the street of Causeway Bay this month. The “animals” show how recycling can bring a creative second-life to once-used objects such as water bottles. The models of African elephants, white whale and polar bear will be exhibited on Paterson Street (outside Fashion Walk), from 11 to 31 July. The message is that: together, all of our small steps to protect the environment, could one day help protect the endangered animals, such as elephants, whale and polar bear presented in Causeway Bay.

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About The Coca-Cola Company

The Coca-Cola Company (NYSE: KO) is the world’s largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Together with Coca-Cola, recognized as the world’s most valuable brand, the Company’s portfolio includes 12 billion-dollar brands, including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply 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 1.6 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

¹ SGS Test Report dated 22 and 23 June 2010: the comparison among leading bottled water brands[#] with similar volume (+/-20%) in Hong Kong, excluding bottle cap and product label.

[#] According to the top six leading brands, excluding retailers’ exclusive products, in the bottled water market share report between May 2009 and April 2010 published by The Nielson Company. (c) 2010 The Nielson Company)