



FOR IMMEDIATE RELEASE

WaterHealth Media Contact:
Carolina Rodriguez
crodriguez@waterhealth.com
+41 79 434 6378

President Johnson-Sirleaf inaugurates Coca-Cola and WaterHealth International's Safe Drinking Water Facility in Caldwell, Liberia

Monrovia, Liberia, November 7, 2011 – Today, President Ellen Johnson-Sirleaf inaugurated a water treatment and distribution facility in Caldwell, Liberia, which is funded jointly by The Coca-Cola Africa Foundation and WaterHealth International (WHI) under their innovative Safe Water for Africa partnership.

The strategic partnership works with communities to drive the expansion of WHI's innovative clean water service delivery model across the continent. In Liberia, the partnership aims to build 30 WaterHealth Centers (WHC), at least five of which are due to be completed by the end of 2012 with funding from Coca-Cola. "I applaud Coca-Cola's and WHI's efforts to increase access to clean water in Liberia. As we rebuild our country, we need all stakeholders to come together behind our common development goals, and Coca-Cola is clearly providing a strong example to other corporations - - demonstrating how the private sector can partner with others to make a concrete difference in the day-to-day lives of Liberians by making safe drinking water available to 10,000 residents of Caldwell," said President Johnson-Sirleaf.

Speaking at the inauguration ceremony, Mr. Rocky Findley, General Manager of Equatorial Coca-Cola Bottling Company's (ECCBC) operations in Liberia and Sierra Leone said it was the aim of Safe Water for Africa to complement the government's efforts in providing social services to Liberians. He said "as a result of the war, Liberians have experienced deterioration in the infrastructure of the country. Despite the government's recent efforts, over 30% of Liberians still lack access to safe, clean drinking water. Coca-Cola understands that for it to be successful over the long-term, the communities in which it operates must be sustainable - - sustainable economically, sustainable environmentally and with strong local support systems. As a result, Coca-Cola is engaged with WHI to build healthy communities in Liberia by providing access to safe, clean drinking water to at least 300,000 Liberians."

Mr. Sameer Mithal, Executive Vice-President of WaterHealth International took the President and the delegation on a tour of the facility and explained WHI's technology and capabilities. He mentioned that the center produces World Health Organization (WHO) quality water using a combination of technologies to treat locally available surface water. He mentioned that "The WaterHealth technology is as effective as any modern large scale municipal water treatment system anywhere in the world. Just like traditional potable water systems, we also ensure the long-term sustainability of the center by charging a small fee for water purification services. We create jobs in the communities where we operate by hiring local community members to manage our facilities." WHI already installs, operates, and maintains decentralized water treatment facilities throughout the developing world and has selected Liberia as one of its focus markets in Africa.

Speaking on behalf of The Coca-Cola Africa Foundation, Mr. Philippe Ayivor, Public Affairs and Communications Director for The Coca-Cola Company's Equatorial Africa Franchise, said "The Foundation was investing \$30M through 2015 to provide access to safe drinking water to 2 million Africans through its Replenish Africa Initiative (RAIN). The Company is

leveraging its funding by forming strategic partnerships with organizations interested in building sustainable communities in Africa.” Mr. Ayivor mentioned that “Safe Water for Africa is one such partnership where we intend to use the sustainable WaterHealth solution to provide access to safe drinking water to 2 million West Africans in Liberia, Ghana and Nigeria by the end of 2012. We will add more countries and centers as more organizations join the partnership.” He called on like-minded organizations operating in Liberia to join the effort to provide clean, safe drinking water to Liberians.

About The Safe Water for Africa (SWA) Partnership

The SWA partnership is a private sector-led initiative based on the use of an innovative, but most importantly self-sustaining, model of water provision. With initial funding from Coca-Cola, Diageo, and WHI, the partnership will build at least 50 WaterHealth Centers (WHCs) and deliver sustainable safe water access for communities across Liberia, Ghana, Nigeria, and S. Leone. SWA plans to raise a total of over US\$20 million to fulfill its ambition of providing safe water to at least 2 million West Africans by the end of 2012.

In targeting water access and promoting water security, SWA is fundamentally supporting the long-term socio-economic development of West Africa. Water access contributes to healthy communities, unleashing the power of entrepreneurs and assuring vibrant and productive local economies. SWA also aims to assist African governments to meet their UN Millennium Development Goals (MDGs) on water and sanitation.

SWA’s partners work together on an ongoing basis to seek other partners, provide financing and coordinate in-country support to expand WHI’s innovative service-delivery throughout Africa.

About WaterHealth International (WHI)

WaterHealth’s vision is to play a central role in bringing safe, quality water to the two billion people around the world who do not have it. WaterHealth Centers allow underserved communities rapid access to safe water at an affordable cost, helping solve the global challenge of waterborne diseases. The company has a sustainable business model under which it constructs a WaterHealth Center and provides long-term operations, maintenance and quality services to communities for a low, initial one-time investment. The company currently operates over 450 such WaterHealth Centers in India, Ghana, Bangladesh and the Philippines. For more information, contact Sameer Mithal (smithal@waterhealth.com) or visit the website <http://www.waterhealth.com>.

About The Coca-Cola Company (TCCC)

The Coca-Cola Company (NYSE: KO) is the world’s largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Led by Coca-Cola, the world’s most valuable brand, the Company’s portfolio features 15 billion dollar brands including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply and Georgia. Globally, the company is 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 1.7 billion servings a day. With an enduring commitment to building sustainable communities, Coca-Cola is focused on initiatives that reduce its environmental footprint, support active, healthy living, create a safe, inclusive work environment for its associates, and enhance the economic development of the communities where it operates. For more information about the Company, please visit www.thecoca-colacompany.com.

The Coca-Cola Africa Foundation’s mission is to enable African communities to improve the quality of their lives and fulfill their potential. It focuses on four key areas of community investment: water, preventive health, education and entrepreneurship. Additionally, The Coca-Cola Africa Foundation is involved in humanitarian assistance in Africa, for disaster relief and emergency assistance.

In response to the severe water challenges faced by the nearly 300 million Africans living without access to clean water, The Coca-Cola Africa Foundation introduced the Replenish Africa Initiative (RAIN) in 2009. RAIN recognizes the water projects that The Coca-Cola Company (TCCC) and its bottling partners have already supported on the continent and highlights TCCC’s new investment of US\$30-million over six years (2010 to 2015) to water projects in Africa. RAIN aims to provide at least 2 million people in Africa with access to clean water by 2015.

For more information, please visit www.tccaf.org or contact Philippe Ayivor (peayivor@coca-cola.com).

