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**THE COCA-COLA COMPANY AND RAVE MOTION PICTURES INVITE
LOS ANGELES TO
EXPERIENCE THE FOUNTAIN OF THE FUTURE**

Rave 18 Theater to Introduce Coca-Cola Freestyle[®],
New Touch Screen Fountain Dispenser

ATLANTA, November 22, 2010 – **Coca-Cola Freestyle[®]**, The Coca-Cola Company's new proprietary fountain dispenser, will enter the Los Angeles market. Long-time Coca-Cola Company customer Rave Motion Pictures, Rave 18 Theater located at the Promenade at Howard Hughes Center, will be the first to offer the exciting new fountain technology in the city. Rave plans to feature Coca-Cola Freestyle in other theater locations this summer.

The sleek, stylish new fountains are touch screen operated, enabling consumers to select from 106 regular and low-calorie beverage brands – including many varieties of waters, fruit-flavored beverages and sparkling beverages that, prior to the arrival of Coca-Cola Freestyle, were not available in the U.S. The self-serve fountains – which represent a complete departure from anything The Coca-Cola Company has offered previously – were in development for more than four years prior to launching in 2010.

"We have created a concept that is quickly becoming recognized as the soda fountain of the future – a representation of the way people will experience Coca-Cola beverages years from now," said Gene Farrell, vice president, Coca-Cola Freestyle, Coca-Cola North America.

2009 Beta testing of the fountains included more than 50 restaurants in Georgia and Southern California. Results from these tests indicate a significant increase in total restaurant sales – including fountain servings – as well as a measurable lift in traffic.

The Coca-Cola Freestyle dispenser uses unique, proprietary PurePour Technology™ and has the capacity to dispense 106 beverage varieties in the same amount of space as a standard eight-valve machine.

Consumers can find their nearest Coca-Cola Freestyle® location at www.Facebook.com/cocacolaFreestyle.

About The Coca-Cola Company

The Coca-Cola Company is the world's largest beverage company, refreshing consumers with nearly 500 sparkling and still brands. Along with Coca-Cola®, recognized as the world's most valuable brand, the Company's portfolio includes 12 other billion dollar brands, including Diet Coke®, Fanta®, Sprite®, Coca-Cola Zero™, vitaminwater®, POWERADE®, Minute Maid® 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 nearly 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 Web site at www.thecoca-colacompany.com.

About Rave:

Rave Motion Pictures owns or manages 61 theaters and approximately 1,000 screens in twenty states across the country and in seven of the top ten Designated Market Areas (DMAs). Rave is currently the fifth largest domestic circuit by box office gross and number of screens.

Since its founding by Thomas W. Stephenson, Jr. in 1999, Rave Motion Pictures has been dedicated to enriching the movie-going experience for audiences across the country. Rave Motion Pictures has set the industry standard for customer service and comfort and is a pioneer in the adoption of current digital and 3-D technology and a leader in alternative content programming from live sports to concerts to opera.