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November 16, 2007

8 NOV. 2007  
Régis

Mr. Souhayr Belhassen  
FIDH  
17 Passage de la Main-D'Or  
Paris, 75011  
France

Dear Mr. Belhassen:

The Coca-Cola Company has been sponsoring the Olympic Games since 1928 and believes that the ideals of the Olympic Movement of building a better world through sport, friendship and fair play are more relevant than ever. Our sponsorship allows these positive messages to reach a broader audience and inspire both athletes and spectators.

The Coca-Cola Company does not have a role in the internal policy decisions of sovereign nations such as China. It is our responsibility to conduct our business with the same high standards of corporate responsibility and integrity in each one of the more than 200 countries where we do business. We respect international human rights principles aimed at promoting and protecting human rights, including the United Nations Declaration of Human Rights.

We believe that our role in society is to operate our business responsibly, in full compliance with both local and international laws. Our partnership with the Olympic Games does not allow us any direct control over the selection of the host nations.

Thank you for your interest. Your letter will be forwarded to the appropriate management.

Sincerely,

Bonnie Welch  
Industry and Consumer Affairs  
The Coca-Cola Company