

## Coca-Cola 'Recycle and Win' -- \$26,000 in Rewards for Recycling

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### Partnership Brings Exciting New Incentive to Increase Recycling

CHARLOTTE, N.C.--(BUSINESS WIRE)-- If you live in Mecklenburg County, you have a chance to be rewarded—just for doing the right thing!

Charlotte-based Coca-Cola Consolidated, the City of Charlotte, Mecklenburg County, and six Mecklenburg County Towns (Matthews, Pineville, Mint Hill, Davidson, Huntersville, Cornelius), and Harris Teeter today announced a new partnership designed to increase recycling throughout the area. *Recycle and Win* is a public/private initiative designed to reduce the amount of waste sent to landfills.

The program will kick-off on Monday, February 2, 2009 and will run for a year. Coca-Cola is sending an educational mailer to all 271,000 single-family households in Mecklenburg County that features the Do's and Don'ts of recycling, along with an opportunity to win a \$50 Harris Teeter gift card simply for doing the right thing—recycling and recycling the right way! The educational mailer contains a sticker, which residents should place on their red 'Curb It' recycling bins in order to win. If they are spotted recycling—and recycling the right way—they could be rewarded.

"The beauty of this program is its simplicity," said Jake Wilson, Executive Director of program partner Keep Mecklenburg Beautiful. "All the public has to do is place the weather-resistant sticker provided by Coca-Cola on their recycling bin, recycle materials properly and place the recycling bin with the sticker facing the street. If the Coca-Cola Recycling Prize Patrol spots their stickered bin, they could win a \$50 Harris Teeter gift card."

Edwin Peacock, At-Large Charlotte City Council Member and Chairman of the Environmental Committee, said, "This is an exciting partnership that can really make a difference in reducing the amount of waste material going to the landfill. As our community continues to grow, we need innovative solutions such as the Recycle and Win program to help extend the life of our landfill. This helps the environment and saves tax dollars, as well."

"Coca-Cola is proud to sponsor this worthy initiative," said Lauren Steele, Vice President Corporate Affairs, Coca-Cola Bottling Company. "We want to make recycling a rewarding experience, and what better way to encourage people to recycle than by giving them an opportunity to win! All of this is part of our Global Live Positively campaign." Steele, a long-term proponent of recycling, believes a re-launch campaign for Mecklenburg County's curbside recycling program definitely is needed. "With so many people moving to the Charlotte area over the last 10 years, it is necessary to educate new residents and remind all the others how to recycle properly," he said.

The Coca-Cola Prize Patrol will be visiting Mecklenburg County communities starting in early February and plans to award (10) \$50 Harris Teeter Gift Cards a week for a total of 520 prizes throughout the year. Coca-Cola has set up a toll free number -- 866-393-2146 -- to answer questions and supply information on the program. In addition, information is available at [www.cokecharlotte.com](http://www.cokecharlotte.com).

"Rewards like these are instrumental in building positive recycling habits," said Rod Antolock, Executive Vice President of Operations and Merchandising for Harris Teeter. "I know our fellow citizens will take advantage of this campaign. I speak on behalf of the entire Harris Teeter family when I say we are very proud to be a part of Recycle and Win."

Coca-Cola Bottling Co. Consolidated is the second largest Coca-Cola Bottler in the United States. The Company is a leader in the manufacturing, marketing and distribution of soft drinks. With Corporate offices in Charlotte, North Carolina, the Company does business in eleven states, primarily in the Southeast. Coca-Cola Consolidated has one of the highest per capita soft drink consumption rates in the world and manages franchise territories with a consumer base of more than eighteen million people. Coca-Cola Bottling Co. Consolidated makes, sells and delivers carbonated and noncarbonated beverages, primarily products of The Coca-Cola Company, which include some of the most recognized and popular beverage brands in the world. The Company's product offerings include carbonated soft drinks, bottled water, teas, juices, isotonic and energy drinks. Coca-Cola Bottling Co. Consolidated is listed on the NASDAQ national market system under the symbol COKE.

Source: Coca-Cola Bottling Co. Consolidated

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