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For Immediate Release

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**Coca-Cola's Apopka Facility Opens
\$5 Million Wastewater Treatment Facility**

**New Facility to Provide 27 Million Gallons per Year of Treated Wastewater
to Surrounding Community for Irrigation Projects**

Apopka, Fla., October 10, 2007 -- Coca-Cola North America's Apopka concentrate plant in Orlando, Fla., today celebrated the opening of its new \$5 million wastewater treatment facility.

The wastewater treatment facility is designed to meet the Florida Department of Environmental Protection's stringent quality standards for recycled water. When fully operational in 2008, the new facility will treat 27 million gallons of wastewater from the Apopka plant operations. This treated wastewater will then be available for use in irrigation projects throughout the surrounding community.

"With this new treatment facility, we are fulfilling The Coca-Cola Company's global water commitment to recycle the water we use in our operations," said Kathryn Laird, general manager, Coca-Cola North America, Apopka. "This treated wastewater can now be used to support local water conservation efforts."

This past June, Coca-Cola, in partnership with the World Wildlife Federation, announced a series of global water conservation efforts including six

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community watershed partnerships in North America. The Company also pledged to replace all of the water it uses in its beverages and their production through reduced water use, recycling wastewater and replenishing water in communities and nature.

The Coca-Cola Apopka plant manufactures chilled and frozen beverage base for use in Minute Maid, Hi-C and Full Throttle brands. It also supports research and development, ingredient quality and a Coca-Cola special products department. The plant was opened in 1998 and employs 178, including a newly hired wastewater operator.

The anaerobic wastewater treatment system was developed by Ecovation, Inc., a technology services and design-build company based in New York. Ecovation's patented anaerobic technology helped to establish the design company's leadership in high strength organic wastewater treatment.

About The Coca-Cola Company

The Coca-Cola Company is the world's largest non-alcoholic beverage company. Along with the Coca-Cola® trademark, recognized as the world's most valuable brand, the Company markets four of the world's top five nonalcoholic sparkling beverage brands, including Diet Coke®, Fanta® and Sprite® beverages, and a wide range of other non-alcoholic beverages, including diet and light beverages, waters, juices and juice drinks, teas, coffees, energy and sports drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate exceeding 1.4 billion servings each day. For more information about The Coca-Cola Company, please visit our website at www.thecoca-colacompany.com.

About Ecovation

Ecovation provides value-driven, sustainable solutions to meet the wastewater management and renewable energy needs of industrial clients. Ecovation's customized wastewater treatment solutions include the patented Mobilized Film Technology (MFTSM), as well as other proprietary and complementary technologies available through exclusive licensing agreements. Through its wholly owned subsidiary, Krofta Technologies, LLC, Ecovation offers a full line of dissolved air flotation (DAF) systems for water and wastewater treatment. Based in Victor, NY, Ecovation has multiple facilities installed and operating for major Fortune 500 clients. For more information, visit www.ecovation.com.

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