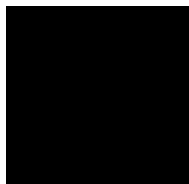


UNITED STATES OF AMERICA  
FEDERAL TRADE COMMISSION  
WASHINGTON, D.C. 20580



Office of the Secretary

October 7, 2010

Mark Leddy, Esq.,  
Cleary Gottlieb Steen & Hamilton LLP  
2000 Pennsylvania

Re: In the Matter of The Coca-Cola Company, FTC File No. 101 0107

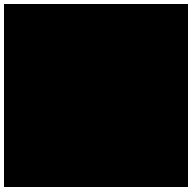
Dear Mr. Leddy:

This is to notify you that pursuant to Paragraph II of the Decision and Order in the Matter of The Coca-Cola Company, the Federal Trade Commission has appointed Mr. Theodore L. Banks as monitor, with all authority and responsibility necessary for Mr. Banks to carry out his duties and responsibilities under the Order. The Commission has also approved the Monitor Agreement which The Coca-Cola Company and Mr. Banks have executed.

By direction of the Commission, Commissioner Ramirez acted.

Donald S. Clark  
Secretary

UNITED STATES OF AMERICA  
FEDERAL TRADE COMMISSION  
WASHINGTON, D.C. 20580



Office of the Secretary

October 7, 2010

Theodore L. Banks, Esq.  
1645 Sherwood Road  
Highland Park, Illinois 60035

Re: *Int Cola Cop* *and No. 1QIFXOFi*

Dear Mr. Banks:

This is to notify you that pursuant to Paragraph III of the *Decis* in *Int Mat*, a copy of which is attached, the Commission has appointed you monitor, with all authority and responsibility necessary to carry out your duties and responsibilities under the Order. The Commission also has approved the Monitor Agreement that you executed with The Coca-Cola Company.

By direction of the Commission, Commissioner Ramirez recused.

Donald S. Clark  
Secretary

cc: Mark Leddy, Esq.,  
Cleary Gottlieb Steen & Hamilton LLP  
2000 Pennsylvania Avenue, N.W.  
Washington, D.C. 20006-1801