

April 18, 2013

Members of the Board of Directors
The Coca-Cola Company
P.O. Box 1734
Atlanta, GA 30301

Dear Members of the Coca-Cola Company's Board of Directors:

We are writing to express our profound concern regarding the Coca Cola Company's association with an organization that has, for many years, orchestrated a hateful public campaign to deny the Armenian Genocide, a government sponsored campaign that killed over 1,000,000 men, women and children because of their Armenian ethnicity and Christian faith.

As you may know, the Chairman of your Board, Mr. Muhtar Kent, is scheduled to speak on April 27th, three days after the anniversary of the Armenian Genocide, at a grassroots organizing conference hosted by the Assembly of Turkish American Associations (ATAA) - an organization that routinely denies the Armenian Genocide and urges its members to block its commemoration in the United States.

As the International Association of Genocide Scholars wrote in March 2007, "As crimes of genocide continue to plague the world, Turkey's policy of denying the Armenian Genocide gives license to those who perpetrate genocide everywhere... Denial is the final stage of genocide, as it seeks to demonize the victims and rehabilitate the perpetrators."

We respect the Coca Cola Company's stated view, as outlined in your code of conduct, that: "integrity means doing what is right." It is in this spirit that we call upon you to sever any connection between the Coca-Cola Company and organizations, such as the ATAA, which actively deny the Armenian Genocide.

If, even after our efforts to alert your company to the ATAA's public record of genocide denial, Mr. Kent chooses to still address their conference, we ask that the Coca Cola Company publicly clarify that he is supporting this organization on a personal basis, and that the denial of any genocide, past or present, reflects neither the views nor values of your company.

We look forward to your response to our concerns, and would, of course, be pleased to meet with your board to discuss this matter further.

Sincerely,



Aram Hamparian
Executive Director, Armenian National Committee
of America



Tom Andrews
President and CEO, United to End Genocide



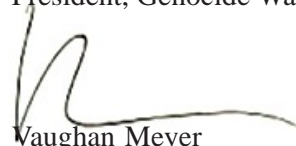
Eric Cohen
Chairperson, Investors Against Genocide



Gregory Stanton
President, Genocide Watch



Bill Rosenfeld
Director, Massachusetts Coalition to Save Darfur



Vaughan Meyer
Advocacy Committee Chair, Jewish World Watch