



Campaign to Stop *Killer Coke*

Cooper Station, P.O. Box 1004

New York, NY 10276-1004

(718) 852-2808

info@KillerCoke.org

www.killercoke.org



April 23, 2012

Dear Mr. Mapp and Representatives of The Coca-Cola Company:

I recently received your letter forbidding me from attending Coca-Cola's Annual Meeting being held at the Cobb Galleria in Atlanta, GA on Wednesday, April 25th at 9:30am.

As a shareowner, I'm disappointed to be excluded from the annual meeting of a company with which I own stock. However, as a person of conscience, I am disgusted by the way The Coca-Cola Company has conducted business around the globe.

The direction your company has taken in recent annual meetings reflects their refusal to discuss any matters relating to human rights, labor rights and the environment.

In 2009, the company decided to take two rather than three questions from stockowners regarding issues up for vote.

Last year, 2011, the company took only one to two questions for every two issues up for vote.

This year, it looks like the Company will take even fewer questions than last year.

When you suggest you are "obligated to conduct a productive meeting," does a productive meeting include censorship of shareowners' questions prior to the election of directors and other issues that are up for a vote?

At the annual meeting last year, a Coca-Cola employee took my name and information card and was going to permit me to ask my question. Before Mr. Kent called on her, she took the card of another gentleman and returned my card. She told me that my question would have to wait until after voting had taken place. I asked her why and she said that my question was not related to the issue at hand.

Mr. Mapp, can you explain to me how anyone would know what I planned to ask?

Because it was the last question being answered before final votes were submitted, I got up and insisted on asking my question. I was assaulted by your security team and arrested. I would have been happy to leave on my accord, had I been given the opportunity to finish my question.

It was in 2004 that your security team assaulted human rights and labor advocate Ray Rogers. After that assault, even then-Coca-Cola CEO and Chair Douglas Daft said “We shouldn’t have done that.”

The language you use in the letter suggests that I will not be permitted in the meeting for the “safety” of your shareowners, a laughable claim. The “safety” Coca-Cola should be worried about, is the safety of their own workers, from Colombia and Guatemala where workers in Coca-Cola bottling plants fear for their lives, as well as the lives of their families, to Queens, New York, where Coca-Cola workers deal with consistent harassment, racial discrimination and degradation.

Coca-Cola’s human rights and environmental crimes are detailed on KillerCoke.org. I urge you to visit the website and share the information with your colleagues. I’d be happy to introduce you to former Coca-Cola workers who have had to leave their families and homes in other countries due to the threats they’ve faced.

Until The Coca-Cola Company addresses the issues discussed on KillerCoke.org, the worldwide campaign against your company will continue.

So will I.

This year, I will be traveling back to Atlanta, but will be signing over my proxy, so that someone else may attend.

I hope you treat her with more respect than you did me.

Sincerely,

Ian Hoffmann