

The Coca-Cola Company

COCA-COLA PLAZA
ATLANTA, GEORGIA

M. DOUGLAS IVESTER
CHAIRMAN OF THE BOARD
AND
CHIEF EXECUTIVE OFFICER

ADDRESS REPLY TO
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July 12, 1999

Mr. Theo De Boeck
Emiel Vloorsstraat 18
2660 Hoboken
Belgium

Dear Mr. De Boeck:

I was touched by your kind letter. Hearing from someone who believes in Coca-Cola so much is always nice, but means even more in these challenging times.

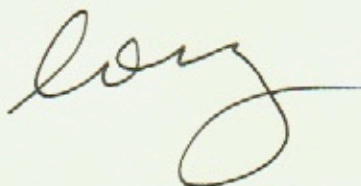
Your confidence in Coca-Cola means a great deal to me and my colleagues throughout the world.

I know you share my excitement to have Coca-Cola back in business in Belgium again. My colleagues and I are very focused on bringing back your Coca-Cola to all the places you want it to be, as quickly as possible.

From the photographs you sent me, it was difficult to find something that was missing from your Coca-Cola collection. I'm sending you a clock that I didn't see hanging on your wall. I hope you'll enjoy this small token of my thanks for your support.

And I agree with your quote: "A Coke a day keeps the troubles away."

Sincerely,



MDI:cv

Enclosure