

*The Coca-Cola Company*  
**news**  
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**HMSHOST RECEIVES COCA-COLA NORTH AMERICA PRESIDENT'S AWARD  
FOR SUPPORT OF USO**

**ATLANTA** (November 9, 2007) – Global travel venue food supplier HMSHost today received the 2007 Coca-Cola North America (CCNA) President's Award for its support of U.S. service members and the United Service Organizations (USO). HMSHost CEO Elie W. Maalouf accepted the award from CCNA President Sandy Douglas.

As part of Veterans Day ceremonies at Coke's Atlanta headquarters each year, the CCNA President's Award is given to a Coca-Cola North America customer who goes above and beyond to support the troops. The award presentation took place today during a Veterans Day assembly for hundreds of Coca-Cola employees.

This is the eighth consecutive year that CCNA has recognized U.S. military veterans and their families for their service, with Veterans Day activities and observances at the Atlanta headquarters.

"At Coca-Cola, we value those who have served in the U.S. military, both for their service and for their contributions as employees and citizens," said Sandy Douglas, president, Coca-Cola North America. "We also value our customers who feel the same way, which is why we were proud to present the President's Award to HMSHost, a most deserving recipient for all they've done for the USO."

Elie W. Maalouf, HMSHost's President and CEO said, "Corporate stewardship is important to HMSHost and we are pleased to support the USO and our troops overseas with this contribution again this year."

HMSHost received the award for a special cup program that has raised money for the United Services Organization (USO) for the last three years. HMSHost works with the USO and Coca-Cola Foodservice to donate a portion of the profits generated by sales of soft drinks in commemorative USO cups sold from Memorial Day to Labor Day. This year HMSHost sold nearly one million cups, resulting in a donation of \$43,200 to the USO. Since 2005, HMSHost had donated approximately \$150,000 to the USO.

USO National President and CEO Edward A. Powell accepted the donation check from Maalouf at the assembly.

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"HMSHost and the Coca Cola Company have been great and steady partners of USO programs, and we appreciate this addition to their commitment to the men and women who protect us," said Edward A. Powell, president and CEO of the USO World Headquarters. "HMSHost's generosity over the last three years has helped reinforce to service members around the world that their nation supports them."

Retired Army lieutenant colonel and Coca-Cola employee John Phillips initiated the CCNA Veterans Day event in 2000. Former Georgia U.S. Sen. Max Cleland, a triple amputee as a result of wounds suffered in Vietnam, was the first speaker. Former President George H.W. Bush, a World War II veteran, also has addressed the Coca-Cola Veterans Day assembly.

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**About Coca-Cola North America**

Coca-Cola North America is a unit of The Coca-Cola Company, the world's largest beverage company. Along with Coca-Cola, 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, and a wide range of other 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](http://www.thecoca-colacompany.com).

**About HMSHost**

HMSHost is world-renowned for creating customized shopping and dining spaces in travel venues. The innovative company operates in more than 100 airport locations around the globe, including 19 of the 20 busiest airports in North America. HMSHost has annual sales in excess of \$2.3 billion and employs more than 28,000 associates worldwide.

A part of of Italy's Autogrill S.p.A, HMSHost and the rest of the Autogrill Group are recognized leaders in travel amenities. With sales exceeding €3.9 billion, Autogrill is present in 33 countries with more than 4,800 points of sale in more than 1050 locations (including 163 airports and 689 motorways) where 51,000 employees serve over 840 million customers every year. Visit [www.HMSHost.com](http://www.HMSHost.com) for more information.

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