

The Coca-Cola Company

COCA-COLA PLAZA
ATLANTA, GEORGIA

MATTHEW T. ECHOLS
DIRECTOR
U.S. GOVERNMENT RELATIONS

ADDRESS REPLY TO
P. O. BOX 1734
ATLANTA, GA 30301
404-876-2251
FAX: 404-598-2251

February 9, 2009

To: Members of the Joint Committee on Finance, Revenue and Bonding

Re: Connecticut Raised Bill No.807, Combined Reporting Bill (Oppose)

The Coca-Cola Company is the world's largest beverage company, refreshing consumers with more than 450 sparkling and still brands. Along with Coca-Cola, recognized as the world's most valuable brand, the Company's portfolio includes 12 other billion dollar brands, including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid and Georgia Coffee. Globally, we are the No. 1 provider of sparkling beverages, juices and juice drinks and ready-to-drink teas and coffees. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate of 1.5 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that protect the environment, conserve resources and enhance the economic development of the communities where we operate. For more information about our Company, please visit our website at www.thecoca-colacompany.com.

On behalf of The Coca-Cola Company, I would like to thank the members of the Joint Committee on Finance, Revenue and Bonding for this opportunity to provide written comments on Raised Bill 807. Under this tax proposal, the State of Connecticut would adopt mandatory combined reporting for multi-state and international companies conducting business in the State

We have serious concerns with this type of taxation as outlined below.

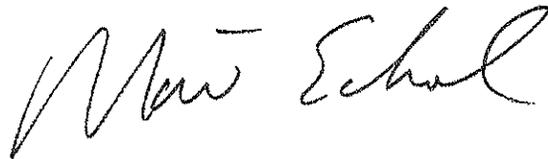
- While proponents argue that combined reporting reduces tax planning opportunities on the part of businesses, this system also can create distortions for companies in assigning income to the State.
- Mandatory combined reporting places a significant administrative burden on both the business community and the State revenue department as this system is a complex reporting methodology.

- Depending upon what companies are required to be included in the combined group, combined reporting can place companies in a significant discriminatory position with competitors.
- This methodology is an unpredictable tax system on State revenues, with uncertain effects, including a potential decrease in revenues.

For these reasons, we believe that the Joint Committee on Finance, Revenue and Bonding should consider the negative aspects of this important tax change.

We respectfully request that you reject Raised Bill 807.

Sincerely,

A handwritten signature in black ink, appearing to read "Mark Eichel". The signature is written in a cursive style with a large, sweeping initial "M".