



Office of the Secretary

UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION
WASHINGTON, D.C. 20580

October 7, 2010

Mark Leddy, Esq.,
Cleary Gottlieb Steen & Hamilton LLP
2000 Pennsylvania Avenue, N.W.
Washington, D.C. 20006-1801

Re: *In the Matter of The Coca-Cola Company, FTC File No. 101 0107*

Dear Mr. Leddy:

This is to notify you that pursuant to Paragraph III of the *Decision and Order* in *In the Matter of The Coca-Cola Company*, the Federal Trade Commission has appointed Mr. Theodore L. Banks as monitor, with all authority and responsibility necessary for Mr. Banks to carry out his duties and responsibilities under the Order. The Commission has also approved the Monitor Agreement which The Coca-Cola Company and Mr. Banks have executed.

By direction of the Commission, Commissioner Ramirez recused.

Donald S. Clark
Secretary



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October 7, 2010

Theodore L. Banks, Esq.
1645 Sherwood Road
Highland Park, Illinois 60035

Re: *In the Matter of The Coca-Cola Company, FTC File No. 101 0107*

Dear Mr. Banks:

This is to notify you that pursuant to Paragraph III of the *Decision and Order* in *In the Matter of The Coca-Cola Company*, a copy of which is attached, the Commission has appointed you monitor, with all authority and responsibility necessary to carry out your duties and responsibilities under the Order. The Commission also has approved the Monitor Agreement that you executed with The Coca-Cola Company.

By direction of the Commission, Commissioner Ramirez recused.

Donald S. Clark
Secretary

cc: Mark Leddy, Esq.,
Cleary Gottlieb Steen & Hamilton LLP
2000 Pennsylvania Avenue, N.W.
Washington, D.C. 20006-1801