

BURGERVILLE ACHIEVES MAJOR MILESTONE IN INDUSTRY-LEADING COMPOSTING, RECYCLING AND SUSTAINABLE PACKAGING SYSTEM

Iconic restaurant chain collaborates with Coca-Cola and International Paper to be first fast food chain to use compostable paper cups company-wide

Vancouver, Wash. – February 10, 2010 – Burgerville, the iconic chain of quick service restaurants known for its commitment to sustainability, announced today that it has achieved a significant milestone toward its goal to offer fully compostable and recyclable packaging, making its composting and recycling program the most comprehensive in the fast food industry.

The company's launch of new, compostable ecotainer® soft drink cups and lids, in cooperation with International Paper and The Coca-Cola Company, represents the last major component of Burgerville's packaging waste stream to go compostable. Burgerville is the first quick service restaurant chain to use these compostable paper cups company-wide. With the transition to this cup, Burgerville's industry-leading composting, recycling, and sustainable packaging system is closer to its goal to divert 85 percent of the restaurant chain's waste stream from landfills. The only remaining non-recyclable items include plastic and foil condiment packs, such as ketchup packets.

"With the launch of the ecotainer®, almost all of Burgerville's packaging has been converted to components made from plant-based, renewable resources that can be commercially composted or recycled, which is making a significant impact on our work to reduce our environmental footprint," said Alison Dennis, Burgerville's director of supply chain. "Our restaurants are hearing great feedback from our guests about the new compostable cups and how our composting and recycling program is making a positive difference in the communities we serve."

Burgerville began composting, recycling and using sustainable packaging in their restaurants in early 2007. Today, Burgerville is composting and recycling everywhere they can. Thirty-seven Burgerville locations with access to commercial hauling services are composting and/or recycling, and 21 locations have dining room solutions where guests have the option to sort their waste, or where team members sort waste collected from tables. Prior to the new compostable cup launch, Burgerville was more than 50 percent of the way toward the ultimate 85 percent diversion goal. After the compostable cup program is fully introduced, Burgerville will be conducting a full waste audit in 2010 to benchmark their progress. Burgerville's next goal is to partner with government, industry and community leaders to bring commercial composting and recycling solutions to cities in Oregon and Washington that do not currently have access.

The new ecotainer® cup, made by International Paper in cooperation with The Coca-Cola Company, is made using fiber sourced from sustainably managed forests that meet the Sustainable Forestry Initiative (SFI®) chain-of-custody standards. It uses Ingeo™, a plant-based polylactic acid (PLA) coating, to create a water-resistant barrier. ecotainer® products meet the ASTM standards for commercial compostability and are accepted by Cedar Grove Composting facilities, where all Burgerville's compostable waste is processed.

"The Coca-Cola Company's vision is to be the industry leader in packaging, energy, and climate protection," said Portia McKissic, senior commercialization manager, The Coca-Cola Company. "Working with industry leaders like Burgerville, we can play a role in protecting and preserving the planet."

In the future, Burgerville hopes to see more partnerships between companies looking to make a commitment to sustainable business practices. By setting new industry standards with their composting, recycling and sustainable packaging system, Burgerville is helping to develop innovative ways for other companies to pursue environmentally-friendly initiatives.

"Collaborations across the supply chain, like the one among Burgerville, International Paper and Coca-Cola, make it easy for consumers to make sustainable choices," said Greg Wanta, vice president of International Paper's Foodservice Business. "Burgerville is an industry recognized leader in sustainability initiatives and we are excited that ecotainer® is such a critical part of their packaging and waste management solution."

About Burgerville

Burgerville is a quick service restaurant company with 39 locations throughout Oregon and Southwest Washington, serving guests fresh, great tasting food from a mission to "serve with love." Burgerville's values extend beyond locally grown berries, all-natural beef, Walla Walla Sweet onions and cage-free eggs. At Burgerville, the commitment to fresh, local and sustainable values is about helping people and communities thrive. The innovative company, established in 1961, is redefining industry norms by providing affordable health care for hourly employees and their dependents, purchasing wind power equal to their total energy use, converting used trans-fat free cooking oil to biodiesel and implementing comprehensive resource stewardship and recycling. For more information about Burgerville, please visit www.burgerville.com.

About International Paper

International Paper (NYSE: IP) is a global paper and packaging company with manufacturing operations in North America, Europe, Latin America, Russia, Asia and North Africa. Its businesses include uncoated

papers and industrial and consumer packaging, complemented by xpedx, the company's North American distribution company. International Paper's ecotainer family of products includes hot cups, hot cup lids, Cup Buddy® sleeves, cold cups and food containers. ecotainer products meet the ASTM D6400 standard for compostability and are widely accepted by commercial composting facilities. All ecotainer products have a smaller environmental footprint than comparable products and are made from renewable resources such as Ingeo biopolymer from NatureWorks LLC, a fully renewable, plant-based material and fiber sourced from responsibly managed forests that meet the Sustainable Forestry Initiative (SFI) standard. Headquartered in Memphis, Tenn., the company employs more than 58,000 people in more than 20 countries and serves customers worldwide. 2008 net sales were approximately \$25 billion. For more information about International Paper, its products and stewardship efforts, visit www.internationalpaper.com.

About The Coca-Cola Company

The Coca-Cola Company is the world's largest beverage company, refreshing consumers with nearly 500 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 nearly 1.6 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.

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