

Return Sender/Address:

Coca-Cola Company
Attn: Mr. John Murphy, President
One Coca-Cola Plaza
Atlanta, Georgia 30313

Reconsider Decision to Discontinue TaB Soda

Dear Mr. Murphy,

Congratulations on your recent promotion to President of the Coca-Cola Company!

I am writing to you with the hope that you will be able to impact change at Coca-Cola regarding discontinuing the TaB soda product.

With this letter, I'm formally asking you, the President, to review this prior business decision and to find a different outcome where TaB can be made available to its loyal fans.

As a Coca-Cola customer, I firmly believe that TaB can be a high performing product with the appropriate level of marketing, as well as a consistent means of distribution.

I appreciate you reconsidering this decision and letting me know the outcome.

A loyal customer,
