

The Coca-Cola Company

COCA-COLA PLAZA
ATLANTA, GEORGIA

STEVEN J. HEYER
PRESIDENT AND CHIEF OPERATING OFFICER

ADDRESS REPLY TO
P. O. BOX 1734
ATLANTA, GA 30301
404 676-1333
FAX: 404 515-0139

January 29, 2004

Mr. George Mullen
P. O. Box 2806
Del Mar, CA 92014

Dear Mr. Mullen:

I received your letter regarding the proposal submitted to the city of San Diego to create a world-class image for the city. Thank you for thinking of The Coca-Cola Company.

After thoughtfully reviewing your materials, I have taken the liberty of forwarding your information to Mr. Terry Fitch, Division Vice President/General Manager of the Southern California Division of Coca-Cola Enterprises. Terry's office will evaluate your information and contact you if they are interested in discussing this opportunity with you.

I appreciate hearing from you and send my best wishes.

Sincerely,



SJH/mb

cc: Mr. Terry Fitch