

# *The Coca-Cola Company*

COCA-COLA PLAZA  
ATLANTA, GEORGIA

PRESENCE MARKETING

ADDRESS REPLY TO  
P. O. DRAWER 1734  
ATLANTA, GA 30301  
404 676-2121

May 6, 1998

Todd Heron  
Atlantic Promotions  
17 Executive Park Drive  
Suite 100  
Atlanta, GA 30329

Dear Todd:

This letter serves as a recommendation for Atlantic Promotions as a promotional premium and specialty merchandise supplier. I have worked with Atlantic Promotions over the past four years in various departments at The Coca-Cola Company and find Todd Heron and other employees at Atlantic a pleasure to work with. The Coca-Cola "system" is notoriously difficult to work with, particularly from an order/delivery standpoint with our EDI system. Atlantic was able to meet the qualifications and work within our process on multiple promotions and programs, including coordination with the NFL for licensing approvals and royalty fee arrangements for our Super Bowl promotion

Besides being professional, delivering on time, and providing quality merchandise, it has always been a great personal experience for me to work with the team at Atlantic. Please feel free to forward this to anyone who needs a reference for you and your company.

Regards,



Laura Rouse  
Senior Manager, Creative Solutions