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January 8, 2010

**VIA FEDERAL EXPRESS**

National Film Board of Canada  
Norman-McLaren Building  
3155, Côte-de-Liesse Road  
Saint-Laurent (Quebec)  
H4N 2N4

Re: "The Coca-Cola Case"

Dear Sir or Madam:

I write on behalf of The Coca-Cola Company ("TCCC") concerning planned exhibitions of the film "The Coca-Cola Case" (the "Film") by or through the National Film Board of Canada ("NFB").

As litigation counsel for TCCC, I respectfully direct your attention to the enclosed letter issued by Judge Daniel Weinstein (Ret.), who mediated *In re SINALTRAINAL*, 01-cv-3208 (S.D. Fla.) and *Turedi v. The Coca-Cola Company*, 05-cv-9653 (S.D.N.Y.). The mediation is wrongfully and inaccurately described in the Film. (In fact, all of the allegations against The Coca-Cola Company and its bottlers were dismissed by each federal court that considered them.)

In addition to the obvious defamatory nature of the Film's descriptions, Judge Weinstein has found that certain statements in the Film by SINALTRAINAL representatives (Messrs. Kovalik, Collingsworth, and Correa) directly violate the conditions of confidentiality under which the above-referenced mediation took place, as well as the Final Order of the Settlement Master. Such confidentiality requirements are enforceable under the state and federal laws of the United States.

By receipt of this letter, the NFB is hereby on notice of these confidentiality requirements, such that any further showing of the Film by or through the NFB would be a knowing disclosure of

**quinn emanuel urquhart oliver & hedges, llp**

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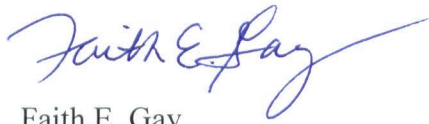
CHICAGO | 250 South Wacker Drive, Suite 230, Chicago, Illinois 60606 | TEL 312-463-2961 FAX 312-463-2962

TOKYO | Akasaka Twin Tower Main Building, 6th Floor, 17-22 Akasaka 2-Chome, Minato-ku, Tokyo 107-0052, Japan | TEL +81-3-5561-1711 FAX +81-3-5561-1712

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TCCC's confidential information, as provided in the parties' confidentiality agreement and the Final Order of the Settlement Master. The Coca-Cola Company reserves all of its rights and remedies with regard to any future showing of the Film.

Very truly yours,

A handwritten signature in blue ink that reads "Faith E. Gay". The signature is written in a cursive, flowing style with a long horizontal stroke extending to the right.

Faith E. Gay

Enclosure

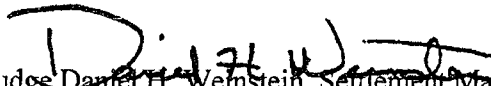
**EXHIBIT A TO FINAL ORDER OF SETTLEMENT MASTER  
In Re SINALTRAINAL v. TCCC**

To: Persons or Entities Planning to Screen "El Caso Coca Cola"  
Re: Contents of the Film Protected by Conditions of Confidentiality  
Date: December 23, 2009

The Film El Caso Coca Cola includes references to a voluntary mediation process between SINALTRAINAL and TCCC (The Coca Cola Company) which took place under conditions of confidentiality established by state and federal laws of the United States and expressly by agreement among the parties. Statements made in the Film by Counsel for SINALTRAINAL referring to the purported contents, purported terms of mediation, and/or purported potential settlements directly violate confidentiality requirements and the Final Order of the Settlement Master requiring that contents of the mediation and negotiations between the Parties remain confidential.

Questions may be directed to Lizbeth Hasse, Esq., Deputy Settlement Master. (415) 433-4380.

Signed,

  
Judge Daniel H. Weinstein, Settlement Master