



NEW YORK UNIVERSITY

A private university in the public service

Office of the Secretary

70 WASHINGTON SQUARE SOUTH, ROOM 1156

NEW YORK, NY 10012-1091

TELEPHONE: (212) 998-2259

FAX: (212) 995-3048

E-MAIL: nyusecy@nyu.edu

March 18, 2005

E. Neville Isdell
Chairman and CEO
The Coca-Cola Company
One Coca-Cola Plaza
Atlanta, GA 30313

Dear Mr. Isdell:

On March 3, 2005, NYU's University Senate, a body comprised of elected representatives of students, faculty, and administrators, as well as the University's deans, passed a resolution requesting that The Coca-Cola Company agree to participate in an open forum to be convened by the Worker Rights Consortium (WRC) to address allegations of Coca-Cola's complicity in human rights violations. We are writing you in accordance with that resolution.

College and university communities across the country are responding to mounting concern about Coca-Cola's responsibilities to workers at bottling plants in Colombia and allegations of abuse and criminality directed against the SINALTRAINAL union. On a number of campuses, including NYU's, students have formed protest groups directed at your company and have petitioned their institutions to become involved in seeking the truth in this matter or to ban your products from their campuses.

The WRC – of which NYU is a founding member – was established in 2000 to promote the rights and well-being of workers employed in the production of collegiate licensed products. Both in our direct discussions with the WRC and in our communications with other WRC member campuses over the past few days, we have sensed a willingness on the part of the WRC to host and moderate a neutral forum at which representatives of Coca-Cola would be able to present their position, respond to questions, and engage in meaningful dialogue. A number of universities have expressed interest in participating, and you may also hear from them, either directly or through the WRC.

We read your company's letter of March 2, 2005 to NYU Professor Arthur Tannenbaum, which states "*We would welcome the opportunity to meet with representatives of NYU and other institutions in a forum that will facilitate productive dialogue,*" as acknowledging the advantage of having all concerned parties convene in a single space to hear all views on this matter. We believe that the WRC is uniquely suited to hosting such a meeting and to providing an open and impartial forum where the facts can be shared and important questions addressed.

E. Neville Isdell
March 18, 2005
Page Two


Additionally, the University Senate resolution requests that The Coca-Cola Company submit to an investigation into its relevant operations in Colombia by the WRC, if that organization is willing to take on such an investigation. A discussion among WRC members about the WRC's participation is taking place now; were the WRC prepared to conduct such an investigation, it is the expectation of the NYU community that Coca-Cola would cooperate.

As a penultimate note, beyond the Senate resolution, we would like to share with you a sense of the sentiment on our campus. In our president's most recent town hall meeting with students, almost half the attendees were supporters of a campaign to ban your company's products from our campus; they were passionate about this cause and pressed their case with vigor and civility. These students – to their credit – worked through our governance system, leading the effort that resulted in a Student Senators Council resolution to ban Coca-Cola products at NYU. Though the University Senate ultimately did not uphold such an action at its March meeting – in part because the WRC had advised an approach of engagement instead – we would caution that the intensity of feeling among these students, and their persuasiveness, is not to be underestimated.

The clear sentiment among the members of the University Senate is that this forum must be convened promptly. While the timing of the forum, or any investigation, will involve other actors, including the other interested universities and the WRC itself, we would like to be able to report on your response to the University Senate resolution at its next meeting, which is scheduled for April 21, 2005. We therefore ask that we receive your response no later than April 20, 2005. Should you need to reach anyone by telephone, please call Leona Chamberlin, Secretary of the University Senate, in our Office of Legal Counsel (212-998-2260).

Sincerely,


Professor Arthur Tannenbaum
Chair, Senate Public Affairs Committee


Leona Chamberlin
Secretary, University Senate

Cc: John Sexton, President, New York University
Javier Martinez, President, Student Senators Council
Scott Nova, Executive Director, WRC
Collegiate Members, WRC

Encl. WRC Collegiate Members List