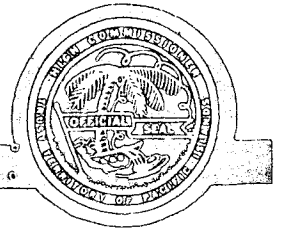


PRESS RELEASE



TRUST TERRITORY OF THE PACIFIC ISLANDS

Office of the High Commissioner

Saipan, Mariana Islands

96950

RELEASE: 196-66

Marianas

COCA-COLA BEGINS PRODUCTION IN TERRITORY

Saipan, Mariana Islands, Trust Territory of the Pacific Islands, Nov. 23 . . . The first bottle of Coca-Cola capped in the Trust Territory clinked off the production line today at the Coca-Cola Bottling Company of Micronesia, Inc., in Saipan. The first day's output was about 500 bottles, and the first case was presented to the High Commissioner.

Truk

Ponape

Carlos P. Taitano of Guam, President of the Company, said the plant will manufacture and bottle an assortment of soft drinks, including Coca-Cola, Tab, and the Fanta line. He estimated the consumption of the beverages in Saipan will be 5,000 cases a month, and added that importation from Guam of the Coca-Cola products will be discontinued immediately. The Saipan plant will supply the local market. The Company's future plans include developing distribution throughout the Territory.

Marshall's

Yap

Eleven Trust Territory citizens are employed in the Saipan plant. All were trained at the Guam Coca-Cola Bottling Company in the various technical aspects of the bottling process. Plant engineer Henry Aldeguer and plant manager Tony Spitaleri, both of Guam, are supervising additional on-the-job training. Mr. Taitano said the eleven Micronesian employees will alternate for further training in Guam.

Palau

MORE

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The Company is chartered under the laws of the Trust Territory. The plant is housed in a U-shaped 11,200-foot elephant quonset. The building and land has been leased from the Trust Territory for a period of 5 years. Initial investment in the company will exceed \$50,000.

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Winham/Udai/PIO/2148

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