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"WALL STREET SMARTS" June 10, 2002 Conference

## Conference Program

*Welcome & Opening Remarks*

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*"Coca-Cola Enterprises .... Raising the Bar on Superior Marketplace Execution"*

**Coca-Cola Enterprises**

DAVID VAN HOUTEN, PRESIDENT NORTH AMERICA GROUP & EXEC. V.P.

*"Bottled Water – The Next U.S. Soft Drink Frontier"*

**Goldman Sachs**

MARC COHEN, BEVERAGE ANALYST

*"Talking to the Consumer"*

**Morgan Stanley**

BILL PECORIELLO, BEVERAGE ANALYST

*"PepsiAmericas – Growing Across the Globe"*

**PepsiAmericas**

JOHN BIERBAUM, EXECUTIVE VICE PRESIDENT

*Live, On-Stage Interview*

**Salomon Smith Barney**

LEON KALVARIA, CO-HEAD GLOBAL CONSUMER INVESTMENT BANKING

*"Unlocking the Value of Our Network"*

**The Coca-Cola Company**

STEVE HEYER, PRES. COKE VENTURES & EXEC. V.P. COCA-COLA CO.

*"Special Insights in Beverages"*

**IRI**

JOE DURRETT, CHAIRMAN & CEO

*"U.S. Gatorade"*

**PepsiCo**

CHUCK MANISCALCO, PRESIDENT GATORADE

*"Coca-Cola: Past, Present and Future"*

**Credit Suisse First Boston**

ANDREW CONWAY, BEVERAGE ANALYST

*"The Retailer Brand Opportunity in the U.S."*

**Cott Corporation**

JOHN SHEPPARD, PRESIDENT COTT U.S.A.

*"From Soft Drink #2 to the 'Coke' of Snack Foods"*

**J.P. Morgan**

JOHN FAUCHER, BEVERAGE ANALYST

*"The CSD Growth Question ...*

**Cadbury Schweppes/DPSU**

*Is Innovation the Answer?"*

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