

RUSTY LUCAS
P.O. Box 422
SANDUSKY, OHIO 44871-0422

May 5, 2006

The Coca-Cola Company
P. O. Box 1734
Atlanta, GA 30301
ATTN: Dasani Water Division

Dear Mr. Dasani:

Happy Cinco de Mayo! Olé!

Before you get too far into my letter celebrating this Mexican holiday, I have a confession to make. I actually wrote this letter in the latter part of April and asked a friend of mine to hold it and wait until today to mail it for me in celebration of Cinco de Mayo. I am celebrating this festive fiesta holiday with my Mexican brethren south of the border, but I do not trust the Mexican postal system to timely get this letter to you and so I wanted to make sure it entered into the mail system stateside.

As I said, I am celebrating Cinco de Mayo in Mexico -- the only place where you can **truly** celebrate May 5th. It's like other holidays and celebrations. You can only **truly** celebrate Mardi Gras in New Orleans, you can only **truly** celebrate St. Patrick's Day in Ireland, you can only **truly** celebrate Oktoberfest in Germany, and you can only **truly** celebrate the return of Woolly Bears in Vermilion, Ohio. So I have done the past few Cinco de Mayos in Mexico with some of my Mexican friends. But even **they** tell me not to drink the water down there, so I always carry along a few cases of Dasani water whenever I cross the border.

One thing that you print on your Dasani bottle labels concerns me. The label reads, "Crisp, fresh taste. Dasani is filtered through a state-of-the-art purification system and enhanced with minerals for a pure fresh taste that can't be beat." What I would like to know is what minerals can you add to "state of the art" purified water to give it a fresher taste? Isn't your water already purified to the best degree possible before you ever add any minerals to it? If not, then I think you are guilty of false advertising by saying your purification system is "state-of-the-art".

I assume by the ingredients listing on your label that you are adding magnesium sulfate and potassium chloride. Do these minerals really enhance the freshness of purified water? If so, can I add magnesium sulfate and potassium chloride to my toothpaste to give it a fresher taste? Or maybe I can add magnesium sulfate and potassium chloride to my week old left-over caesar salad from *Bob's House of Salads* to freshen up the flavor a bit. Forgive me if I seem a bit sarcastic, but in actuality, I truly wonder if I should take a supply of magnesium sulfate and potassium

chloride with me to Mexico in case I run out of Dasani. Can I add these minerals to the Mexican water and safely drink it then?

All this talk about water and purity and additives really makes me wonder. I wonder what minerals I would find if I were able to chemically analyze the water, as is, in Mexico. Unfortunately, I have neither the equipment nor the intelligence to do that myself. If I were to bring back a sample of genuine untainted Mexican water, assuming I can get it past the customs officers, can I send it to your laboratories for analysis? What would you charge for something like this?

Please write back as soon as possible so that my family can call me in Mexico with the good news that Dasani water is truly safe to drink.

Sincerely,

A handwritten signature in cursive script that reads "Rusty Lucas".

Rusty Lucas

p.s. Please send me a free Dasani baseball cap that I can wear for Cinco de Mayo 2007. My Mexican compadres will be so envious! IF you have no Dasani baseball caps I suppose a Coke cap will do, but the Dasani caps are so much more difficult to find in the store, that is what I would prefer. Where does the name Dasani come from? Is that Indian?