

The Coca-Cola Company

news release



FOR IMMEDIATE RELEASE

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Coca-Cola North America and Caribou Coffee Launch New Premium Ready-to-Drink Iced Coffee in U.S.

ATLANTA, August 22, 2007 – Coca-Cola North America (CCNA) and Caribou Coffee announced today a national launch of a new line of premium ready-to-drink iced coffees beginning this month in Midwest and Southeast cities.

Caribou Coffee is the second-largest specialty coffee company in the United States, with 480 coffeehouses, including 39 licensed locations. Caribou Coffee's coffeehouses are located in 18 states and the District of Columbia, as well as in several venues outside the United States.

"The new beverage will expand the reach of the Caribou Coffee tradition and bring the simple, everyday values of the Caribou coffeehouse experience to a broader national audience," said Michael Coles, Caribou Coffee Chairman and CEO. "Our partnership with Coca-Cola North America will extend our great premium coffee taste experience into the ready-to-drink category and allow us to take advantage of the world-class Coca-Cola distribution system."

"While we plan to extend the Caribou Coffee brand, we are committed to maintaining the core brand idea which has made Caribou Coffee a hit with consumers - great tasting coffee without pretension," said Brian Kelley, CCNA President and General Manager, Still Beverages.

Caribou Iced Coffee will be available in three delicious flavors: Regular, Espresso, and Vanilla, and will be packaged in a unique 12 oz. reclosable Alumi-Tek™ aluminum bottle from Ball Corporation. The suggested retail price will be at parity with the category in leading convenience stores and other retail outlets initially in Minneapolis, Chicago, Atlanta, Cincinnati, Columbus, Detroit and Kansas City, and will be available in Caribou Coffee retail outlets in coming months.

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The Caribou Iced Coffee launch will be supported with sampling, in-store merchandising and print and radio marketing.

About Caribou Coffee

Caribou Coffee Company Inc. (NASDAQ: CBOU), founded in 1992 and headquartered in Minneapolis, Minnesota, is the second largest, company-owned, gourmet coffeehouse operator in the United States based on the number of coffeehouses. Caribou Coffee operates 480 coffeehouses, including 39 licensed locations. Caribou Coffee's coffeehouses are located in 18 states and the District of Columbia, as well as in several venues outside the United States. Caribou Coffee offers its customers high-quality, gourmet coffee and espresso-based beverages, as well as specialty teas, baked goods, whole bean coffee, branded merchandise and related products. In addition, Caribou Coffee sells products to club stores, grocery stores, mass merchandisers, office coffee providers, airlines, hotels, sports and entertainment venues, college campuses and other commercial customers. In addition, Caribou Coffee licenses third parties to use the Caribou Coffee brand on quality food and merchandise items. Caribou Coffee focuses on creating a unique experience for customers through a combination of high-quality products, a comfortable and welcoming coffeehouse environment and customer service. For more information, visit the Caribou Coffee Web site at www.cariboucoffee.com.

About Coca-Cola North America

Coca-Cola North America is a unit of The Coca-Cola Company, the world's largest beverage company. Along with Coca-Cola, recognized as the world's most valuable brand, the Company markets four of the world's top five nonalcoholic sparkling beverage brands, including Diet Coke, Fanta and Sprite, and a wide range of other beverages, including diet and light beverages, waters, juices and juice drinks, teas, coffees, energy and sports drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate exceeding 1.4 billion servings each day. For more information about The Coca-Cola Company, please visit our website at www.thecoca-colacompany.com.

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