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**FULL THROTTLE[®] ENERGY DRINK GIVES COFFEE A 'KICK' WITH
LAUNCH OF NEW FULL THROTTLE COFFEE[®]**

"Coffee. Fully Charged."

ATLANTA, June 27, 2008 – Premium coffee gets "fully charged" with the launch of Full Throttle Coffee, a creamy coffee and energy blend set to be unleashed in the U.S. Pacific Northwest and Southeast regions this month before rolling out nationally in August.

Made with 100 percent premium Colombian Arabica coffee and Full Throttle's energy and vitamin blend, Full Throttle Coffee is sure to rev up taste buds in mocha, vanilla and caramel flavors. It will be available in 15-ounce aluminum cans.

"Guys are increasingly looking for great-tasting beverage options that will give them the extra 'kick' they need to conquer their day," said Rafael Acevedo, Senior Brand Manager, Energy Drinks, Coca-Cola North America. "Full Throttle Coffee combines the smooth, rich taste of coffee with the intensity that you can only get from a Full Throttle Energy Drink."

The launch of Full Throttle Coffee will be supported by an integrated marketing campaign and a sampling plan to drive awareness and trial. All introductory marketing materials will feature the tagline, "*Coffee. Fully Charged*", inviting Full Throttle fans to enjoy the energy of Full Throttle in a great-tasting coffee. Packaging for Full Throttle Coffee Caramel will be bilingual, featuring both English and Spanish.

Full Throttle Coffee joins the Full Throttle energy drink family, which includes Full Throttle Original, Full Throttle Unleaded, Full Throttle Blue Demon and Full Throttle Fury. Beginning January 2009, the brand will assume the title sponsorship of NHRA's premier professional drag racing series. This marks the first major sports marketing play for Coca-Cola North America's lead energy drink, which will be called the NHRA Full Throttle Drag Racing Series.

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About The Coca-Cola Company

The Coca-Cola Company is the world's largest beverage company, refreshing consumers with more than 450 sparkling and still brands. Along with Coca-Cola, recognized as the world's most valuable brand, the Company's portfolio includes 12 other billion dollar brands, including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid and Georgia Coffee. Globally, we are the No. 1 provider of sparkling beverages, juices and juice drinks and ready-to-drink teas and coffees. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate of 1.5 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that protect the environment, conserve resources and enhance the economic development of the communities where we operate. For more information about our Company, please visit our website at www.thecoca-colacompany.com.

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