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FOR IMMEDIATE RELEASE

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**GO GRAPE!
NEW DASANI[®], POWERADE[®], AND POWERADE OPTION[®]
GRAPE-FLAVORED BEVERAGES HIT SHELVES THIS SUMMER**

ATLANTA, June 13, 2006 – Everything is coming up royal purple this summer as Coca-Cola North America announces the introduction of its new “Grape Collection.” The DASANI[®], POWERADE[®], and POWERADE OPTION[®] brands are launching new products that feature the appealing flavor of grape.

DASANI[®] Grape

Grape is the newest flavor to join the DASANI line up of flavored water beverages, which launched in 2005 and soon became the fastest selling brand in the flavored water segment.¹ DASANI Grape is expected to increase brand trial and repeat sales among light to medium bottled water drinkers.

“Consumers told us that Grape would be a great addition to the Dasani Flavors line up, ” said Gloria Garrett, Coca-Cola North America Vice President, Hydration Business Unit. “The DASANI brand stands for fresh-tasting, mouth-watering hydration. We will continue to search for flavors that consumers love.”

DASANI Flavors, including Lemon, Raspberry, Strawberry and now Grape, are naturally flavored and lightly sweetened with Splenda[®] to provide a water beverage without calories or carbohydrates. DASANI Grape will be priced in line with DASANI Flavors and will be available nationwide in June in 20-oz plastic bottles, and in six packs of 500 mL plastic bottles. DASANI products are sold in supermarkets, offices, vending machines, and convenience and other retail stores.

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"GO GRAPE" -- NEW DASANI AND POWERADE GRAPE BEVERAGES

DASANI Grape will be supported by the DASANI brand integrated marketing plan including national television tags, sampling and a full line of promotional and merchandising incentives and tools.

POWERADE[®] Grape and POWERADE OPTION[®] Grape

POWERADE Grape and POWERADE OPTION Grape launched in April to appeal to sports drink consumers looking for great-tasting flavor variety. Consumers can enjoy the grape flavor in both regular POWERADE and POWERADE OPTION -- the Low Calorie Sports Drink.

"Consumers tell us that Grape is a favorite sports drink flavor, both in regular and low calorie beverages," said Garrett. "POWERADE and POWERADE OPTION strive to offer consumers functional benefits and great flavors."

The full line of POWERADE and POWERADE OPTION flavors, including Grape, can be found in the sports drink section of supermarkets, mass retail locations, convenience stores and vending machines. Sold in easy-to-grip, proprietary 32 fl.-oz., 20 fl.-oz. single bottles and six-packs, both brands will be competitively priced with other sports drinks on the market.

POWERADE OPTION is a great-tasting, low-calorie sports drink, providing electrolytes and B-Vitamins at levels comparable to regular POWERADE, with only 10 calories per 8 fl. oz. serving. Consumers can drink POWERADE OPTION throughout the day to keep hydrated without replacing as many burned calories. POWERADE OPTION is sweetened with a blend of Sucralose, Ace-K and HFCS.

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DASANI, POWERADE and POWERADE OPTION are brands of Coca-Cola North America -- 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 soft drink brands, including Diet Coke[®], Fanta[®] and Sprite[®], and a wide range of other beverages, including diet and light soft drinks, waters, juices and juice drinks, teas, coffees and sports drinks. Through the world's largest distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate exceeding one billion servings each day. For more information about The Coca-Cola Company, please visit our website at www.coca-cola.com.

To download product photos or for more information visit:
www.newproducts.coca-cola.com.

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¹ Across all measured channels -- AC Nielsen (November – December 2005).