

news release

FOR IMMEDIATE RELEASE

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Gold Peak® Tea Launches Chilled Variety
Chilled version of ready-to-drink iced tea to launch January 2009

ATLANTA (November 12, 2008) – Gold Peak®, the premium ready-to-drink (RTD) tea from The Coca-Cola Company and recipient of the prestigious ChefsBest® Award, announced today the launch of Gold Peak Chilled Tea. Available in the popular Gold Peak sweetened and lemon flavors, the chilled multi-serve version will be packaged in a stylish 59 fl. oz. carafe bottle and begin shipping to retailers in late January 2009.

Made with hand selected, high quality tea leaves and pure filtered water, Gold Peak Chilled Tea will serve as a complement to Gold Peak's existing portfolio of single-serve 16.9 oz. bottles, available in sweetened, unsweetened, diet, lemon and green. Since launching in 2006, Gold Peak has been one of the brands driving growth in the shelf stable premium tea segment as RTD teas continue to gain popularity in households.

"Gold Peak offers consumers a truly authentic tea taste," says Andrea Freeman, Director of the Tea Portfolio for Coca-Cola North America. "When we thought about expanding our Gold Peak portfolio, developing Gold Peak Chilled Tea was a natural choice for our consumers who expect high quality and delicious real brewed flavor. Gold Peak Chilled Tea enhances any meal occasion, and provides classic iced tea pleasure any time of the year."

Gold Peak Chilled Tea will be available in supermarkets and other retailers, and will be packaged in a stylish 59 fl.oz. carafe bottle. The launch of the new chilled products will focus initially on the Northeastern and Central markets and will be supported with a comprehensive marketing program.

Note: Digital images of product are available at Gold Peak New Products.

About Gold Peak®

Gold Peak® revives the timeless flavor of classic, authentic iced tea. Gold Peak is a brand of The Coca-Cola Company, 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.

Visit www.goldpeaktea.com for more brand information.

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