

The Coca-Cola Company

news release

FOR IMMEDIATE RELEASE

Contacts:

Natalie Best 919.277.1173; nbest@fwv-us.com

Ray Crockett 404.676.1070; rcrockett@na.ko.com

Ready-to-Drink Gold Peak™ Brings Back Classic Iced Tea

*In Stores This Week, New Brand Innovation from Coca-Cola Evokes
Timeless Pleasures of Comfort and the Flavor of Home*

ATLANTA (July 25, 2006) – Coca-Cola North America announced today the launch of Gold Peak™, a premium ready-to-drink (RTD) iced tea. With its fresh homemade taste, Gold Peak revives the timeless flavor of classic, authentic iced tea.

Offered in five great flavors – sweetened, unsweetened, lemon, diet and green tea – Gold Peak provides a bottled option for enthusiasts of home-style iced tea. The product will be offered nationwide in stylish 16.9-ounce single-serve glass bottles.

“Gold Peak is the modern, convenient expression of the classic drink we all know and love,” said Gloria Garrett, Coca-Cola North America Vice President, Hydration Business Unit. “We make it for those who love great iced tea, and it delivers a taste so balanced and delicious it reminds you of the best glass of tea you’ve ever had.”

Gold Peak’s unique carafe-like glass bottle bears a label featuring a tranquil lakeside scene, conjuring a time and place to be savored. The premium label together with the rich color of the product in the clear glass bottle enables Gold Peak to stand out among other teas as a sophisticated, upscale brand.

“The premium and super-premium segments of the RTD iced tea market are the fastest growing in the category,” said Garrett. “The category is ripe for a new premium brand with classic iced tea taste.”

- more -

The Gold Peak launch will be supported in 2006 with a fully integrated marketing program that includes national print and radio advertising, point-of-purchase displays, an interactive Web site, public relations and national sampling programs. Gold Peak will launch its consumer sampling program on July 29 at the well-known Bridgehampton Polo Club in the Hamptons, New York, where the brand will invite the famous and fashionable to rediscover classic iced tea taste.

Gold Peak will be available nationally in supermarkets, convenience and other retail stores.

About Gold Peak™

Gold Peak™ revives the timeless flavor of classic, authentic iced tea. Gold Peak is a brand of Beverage Partners Worldwide (BPW) North America, a joint venture of The Coca-Cola Company and Societe des Produits Nestle S.A. (Switzerland). BPW is a global business unit with cross-functional teams located in Atlanta, Ga., Zurich, Switzerland and Bangkok, Thailand. The Americas business unit markets Gold Peak and NESTEA® ready-to-drink iced teas.

Editors Note: To download product photos of Gold Peak or for more media information visit www.newproducts.coca-cola.com. Also visit www.tastegoldpeak.com for more brand information.

#