

*The Coca-Cola Company*  
**news**  
**release**

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**FOR IMMEDIATE RELEASE**

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**MINUTE MAID® INTRODUCES ENHANCED ORANGE JUICES**  
**FOR HEALTH-CONSCIOUS CONSUMERS**

***New Varieties Include Minute Maid Multi-Vitamin and Minute Maid Active™***

**HOUSTON, April 25, 2007** -- Minute Maid -- the brand with a tradition of innovation with consumers in mind -- announced today a new line of 100 percent orange juice products with health benefits from added nutrients and functional ingredients. The Minute Maid Enhanced Juice line includes new Minute Maid Multi-Vitamin and Minute Maid Active™ -- as well as new packaging for the popular Minute Maid Heart Wise® variety. All three products are available now in stores nationwide.

"Today's consumers seek products to support their active lifestyles," said Bill Kelly, vice president juices and emerging brands, Coca-Cola North America. "Minute Maid is a category leader in health and wellness beverages, and our new Minute Maid Enhanced Juice line offers consumers healthful convenience and the same great Minute Maid premium taste that they expect."

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Responding to the needs of the health-conscious shopper, the Minute Maid Enhanced Juice line provides consumers with the functional benefits they desire:

- Minute Maid Multi-Vitamin contains 16 essential vitamins and minerals to help consumers get nutrition along with the great Minute Maid Premium orange juice taste.
- With 750 mg of Glucosamine HCl per 8 fl. oz. serving, Minute Maid Active helps support healthy joints.
- Minute Maid Heart Wise is the first and only orange juice clinically proven to help reduce cholesterol.\* An 8 fl. oz. serving contains 1 gram of naturally sourced plant sterols.

Minute Maid Enhanced Juices are offered in distinctive 59-fl.oz. PET bottles that showcase the fresh taste and high quality of the juice and feature an “easy pour” side grip. They are available nationally in supermarkets and other retail stores.

\* Two-8 fl. oz. servings per day with meals.

Plant Sterols & Heart Disease – foods containing at least 0.4g per serving of plant sterols, consumed twice a day with meals for a daily total intake of at least 0.8g, as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease. A serving of Minute Maid Premium Heart Wise contains 1 gram of plant sterols. LDL “Bad” Cholesterol was reduced in a study of people with normal to borderline high total cholesterol who consumed 2 servings of Minute Maid Premium Heart Wise per day with meals for 8 weeks.

### **About Minute Maid**

The Minute Maid portfolio of beverages, with more than 100 different flavors and varieties, is produced by The Coca-Cola Company, the world's largest beverage company and leading marketer of premium fruit juices and drinks. Along with Coca-Cola, recognized as the world's most valuable brand, the Company markets four of the world's top five nonalcoholic sparkling 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](http://www.thecoca-colacompany.com).

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