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NESTEA[®] LAUNCHES INTO SUMMER WITH IMPROVED FLAVORS, NEW GREEN TEA PRODUCT LINE

Iconic Tea Brand Gets a Complete Taste and Packaging Makeover

ATLANTA, June 6, 2006 – NESTEA[®] announced today a complete makeover of its ready-to-drink (RTD) iced tea product line with four new products, including improved flavors, the introduction of green teas and the return of the classic NESTEA brand.

The simple pleasure that tea drinkers have enjoyed with NESTEA for more than 50 years gets a flavorful update this month with the new NESTEA lemon and diet lemon formulas, which out-performed the former NESTEA COOL[®] varieties in consumer taste tests. NESTEA is also responding to consumer demand and research by introducing a green tea line featuring peach and diet peach flavors. Independent industry research shows that green tea beverages accounted for more than 80 percent of the growth in the ready-to-drink tea category during the past year.

“Tea drinkers will really enjoy the new NESTEA products, and the flavored green teas will certainly appeal to active adults who seek refreshment and healthy benefits in their beverage selection,” said Abigail Berens, NESTEA brand manager. “The green tea used to make Nestea Green iced teas has antioxidant properties which are associated with good health.”

In addition to the improved NESTEA flavors, Nestea will now be offered in popular 12-packs of .5L PET bottles, as well as 20-ounce PET bottles, 12-ounce cans, 12/12-ounce Fridge-Pack[™] cans and 2-liter bottles. NESTEA products are sold in supermarkets, convenience and other retail stores.

“We are going back to the basics with the NESTEA brand,” said Berens. “Fifty years of brand equity and consumer trust - together with new flavors - will make Nestea an even stronger contender in the competitive iced tea category.”

NESTEA will be supported in 2006 with a fully integrated marketing program that includes print, radio and out-of-home advertising, point-of-purchase displays, Web/interactive communications, public relations and consumer sampling programs. The brand will partner with Minute Maid[®] shelf-stable juices and juice drinks in a joint summer promotion program.

The NESTEA makeover begins an exciting summer for the Coca-Cola North America tea portfolio. The group plans other major brand announcements later this summer.

About Nestea

Nestea is a brand of BPW (Beverage Partners Worldwide), a joint venture between The Coca-Cola Company and Nestlé. BPW is a global business unit with cross-functional teams located in Atlanta, Ga., Zurich, Switzerland and Bangkok, Thailand. The Americas business unit markets NESTEA iced tea, and Nestea hot-fill iced tea. To download product photos or for more information visit: www.newproducts.coca-cola.com.

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