

The Coca-Cola Company

news release

FOR IMMEDIATE RELEASE

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NESTEA® Introduces Red Tea Pomegranate Passion Fruit

New caffeine-free Rooibos tea features exotic flavors, antioxidants, 50 calories per serving

ATLANTA (March, 2009) – NESTEA® brings an exciting new Rooibos tea to consumers with the launch of NESTEA Red Tea – and just 50 calories per 8 fl. oz. serving.

NESTEA is the first national ready-to-drink (“RTD”) tea brand to bring to consumers the natural goodness and antioxidants of red tea combined with the sweet, refreshing taste of pomegranate and passion fruit. With over 50 years of iced tea heritage, NESTEA has added Red Tea Pomegranate Passion Fruit -- recently selected by retailers as one of the “Top 12 Cool New Products”¹ -- to its line of RTD teas.

NESTEA Red Tea is made from the leaves of the South African Rooibos (“roy-boss”) plant. Valued for generations as a source of antioxidants, red tea is also naturally caffeine-free. With only 50 calories per 8 fl. oz. serving, NESTEA Red Tea Pomegranate Passion Fruit contains no artificial colors and all-natural fruit flavors for immediate revitalizing refreshment.

“Red Tea Pomegranate Passion Fruit is perfect for iced tea lovers seeking an exotic taste that delivers the natural goodness and antioxidants of red tea,” said Penny McIntyre, Senior Vice President and General Manager of Water, Tea and Coffee for Coca-Cola North America. “NESTEA is committed to offering delicious, simple blends of tea and we are delighted to provide now an even wider variety of revitalizing tea infused with all-natural fruit flavors.”

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¹ 2008 National Association of Convenience Stores Show

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Consumers will learn about NESTEA Red Tea Pomegranate Passion Fruit and other NESTEA flavors through the NESTEA “Liquid Awesomeness™” marketing campaign launching in April.

NESTEA Red Tea Pomegranate Passion Fruit joins Green Tea Citrus, Diet Green Tea Citrus, Iced Tea with Lemon and Diet Iced Tea with Lemon flavors in the brand’s product line-up. Last year, NESTEA Green Tea Citrus and Diet Green Tea Citrus were re-introduced with 50 percent more antioxidants.

NESTEA Red Tea Pomegranate Passion Fruit will be available nationwide in straight-wall 20-ounce PET bottles and 12-packs of 16.9-ounce PET bottles. NESTEA products are sold in supermarkets, convenience stores, drugstores and other retailers.

About NESTEA

NESTEA® is a Nestlé brand, licensed by The Coca-Cola Company. Coca-Cola North America markets NESTEA® ready-to-drink iced tea in the U.S. Coca-Cola North America is a unit of The Coca-Cola Company, the world’s largest beverage company, refreshing consumers with nearly 500 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 nearly 1.6 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 Web site at www.thecoca-colacompany.com.

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