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**COCA-COLA NORTH AMERICA REFRESHES AGAIN WITH TWO NEW
MINUTE MAID® BEVERAGES FOR ADULTS AND YOUTH**

ATLANTA, July 27, 2006 – Coca-Cola North America is launching two new beverages that meet the varied beverage needs of adults and youth. New Minute Maid® Orangeade appeals to adults, while Minute Maid Fruit Falls™ is a new fun, flavored water beverage for kids.

Minute Maid Orangeade

“Orangeade further improves the national flavor line-up for the Minute Maid Refreshment single-serve portfolio,” says Bill Kelly, vice president, juices and emerging brands, Coca-Cola North America. “Orange is the number one juice and drink flavor among adult consumers 25-49¹ with special appeal to Hispanic consumers, and no one does the flavor better than we do.”

Minute Maid Orangeade, made with real oranges, will launch nationwide in a variety of packages, including 20 fl. oz., 2-liter and 12-count 500 mL PET bottles, and 12-count 12 fl. oz. can Fridge Packs™. The product will be available in all trade channels and the drinks will be line priced with other Minute Maid juice drinks. The launch will be supported by in-store summer merchandising programs with key retailers.

The Minute Maid Refreshment line consists of 8 flavors, including Lemonade. Minute Maid is America’s favorite brand of shelf stable lemonade.² The shelf-stable Minute Maid lemonades and punches are made with real fruit juice and come in a variety of sizes.

Minute Maid Fruit Falls™

New Minute Maid Fruit Falls is a healthful, refreshing and fun flavored water beverage for kids – with five calories per serving. It is the flavored water beverage for youth that comes in a cool, transparent front pouch and contains pure filtered water, a splash of real fruit juice, 100 percent of Vitamin C and a good source of Calcium.

“We know parents are always seeking beverages for kids that are healthful and refreshing, as well as more convenient and fun,” said Kelly. “Minute Maid Fruit Falls answers this need with a fun, flavorful water beverage that kids like and parents appreciate. Along with Minute Maid® Coolers and Minute Maid Just 10™ juice drinks, we’re providing kids with the great fruit taste they enjoy.”

Minute Maid Fruit Falls launches nationwide in two flavors (Berry and Tropical) and will be available in 10-packs of 6.75 oz. easy-to-open pouches. Minute Maid Fruit Falls is sweetened with SPLENDA® Brand Sweetener and Ace-K (acesulfame potassium). It will be sold in supermarkets and mass retailers and priced in line with Minute Maid Coolers. The launch will be supported with an extensive print campaign, in-store merchandising, a comprehensive coupon program and consumer promotions.

Minute Maid Fruit Falls is part of the Minute Maid Coolers flagship pouch brand providing healthful refreshment with a variety of beverage options that come in cool, easy-to-open contour pouches.

Minute Maid®, Minute Maid Fruit Falls™, Minute Maid® Coolers and Minute Maid Just 10™ are brands of The Coca-Cola Company, the world’s largest beverage company. Along with Coca-Cola®, recognized as the world’s most valuable brand, the Company markets four of the world’s top five soft drink brands, including Diet Coke®, Fanta® and Sprite®, and a wide range of other beverages, including diet and light soft drinks, waters, juices and juice drinks, teas, coffees and sports drinks. Through the world’s largest distribution system, consumers in more than 200 countries enjoy the Company’s beverages at a rate exceeding one billion servings each day. For more information about The Coca-Cola Company, please visit our website at www.coca-colacompany.com.

To download product photos or for more information visit:
www.newproducts.coca-cola.com.

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¹ eSIP, Flavor by Person who Drank Ounces 2005

² Diagnostic Research Lemonade Image and Awareness Tracker, June 2006; 3 months rolling averages