

*The Coca-Cola Company*

# news release

FOR IMMEDIATE RELEASE

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## **COCA-COLA NORTH AMERICA ANNOUNCES** **2008 LAUNCH OF SPRITE GREEN™**

### **The First TRUVIA™ Naturally Sweetened Reduced-Calorie Sparkling Beverage In The U.S.**

**ATLANTA, December 17, 2008** – Coca-Cola North America (CCNA) today announced the 2008 launch of the first sparkling naturally sweetened, reduced-calorie beverage in the U.S. made with TRUVIA™ natural sweetener. Sprite Green™, the new reduced-calorie Sprite line extension, is the first of what the Company expects will be many new, naturally sweetened, reduced, low and zero-calorie beverages sweetened with TRUVIA natural sweetener in the future.

Developed jointly by Cargill and The Coca-Cola Company, TRUVIA natural sweetener is a great-tasting, zero-calorie natural sweetener using rebiana, which comes from the best-tasting part of the stevia leaf. Harvested at the peak of sweetness, stevia leaves are dried and steeped in water, much like tea. This extract is then further refined and purified. The finished product is the pure, natural sweetness of rebiana.

Sprite Green is naturally sweetened with TRUVIA brand sweetener and has 50 calories per 8.5-ounce serving and 5% lemon juice. Sprite Green was created to appeal to active young adults and will be launched in two U.S. cities this month in distinctive 8.5-ounce aluminum bottles. Initial availability will be limited to teen and young adult-oriented locations and events with a broader rollout planned for early 2009. Sprite Green complements the Sprite brand's leading lemon-lime and zero-calorie lemon-lime sparkling beverages.

"The Sprite brand has a rich history of setting trends and breaking new ground in sparkling beverages, and we think consumers will be excited to try Sprite Green," said Santiago Blanco, vice president, Sprite and Flavors, Coca-Cola North America. "Sprite Green with TRUVIA natural sweetener is a significant step for CCNA in our ongoing efforts to apply the latest breakthrough innovations to our expanding array of beverages."

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TRUVIA natural sweetener was developed jointly by Cargill and The Coca-Cola Company. To demonstrate rebiana's safety, the companies undertook an extensive research program, the findings of which have been published in peer-reviewed scientific journals and presented to the U.S. Food and Drug Administration (FDA). In addition, details on the safety assessment conducted on rebiana have been discussed at several national and international scientific meetings by various organizations and recognized experts. The FDA has issued a letter of no objection to Cargill indicating that the agency, on the basis of the scientific data provided by Cargill, as well as other information available to the agency, has no questions regarding the conclusion that Rebiana is GRAS under the intended conditions of use.

### **About The Coca-Cola Company**

The Coca-Cola Company is the world's largest beverage company, refreshing consumers with more than 450 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 1.5 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](http://www.thecoca-colacompany.com).

### **About TRUVIA™ Natural Sweetener**

TRUVIA™ natural sweetener is a great-tasting, natural, zero-calorie product, made from *rebiana*, the best-tasting part of the stevia leaf. For more information, visit [www.TRUVIA.com](http://www.TRUVIA.com)