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Coca-Cola North America and Godiva Chocolatier Bring Indulgent Beverages to U.S. Market

ATLANTA, April 17, 2006 – Coca-Cola North America and Godiva Chocolatier announce the launch of a new line of premium blended indulgent beverages called *Godiva Belgian Blends*.

The new *Godiva Belgian Blends* beverages provide a revitalizing experience “more decadent than just plain coffee.”

Godiva Belgian Blends will roll out with three flavors – Dark Chocolate Mocha, Milk Chocolate Mocha and French Vanilla Latte -- in a sequenced national launch beginning July 31. *Godiva Belgian Blends* will be sold in stylish 9.5 fl. oz. glass bottles – in singles and four packs -- at convenience stores, supermarkets and other retailers. Advertising agency will be Leo Burnett, Chicago.

“This is a great opportunity for us to extend our strong portfolio of licensed products by combining the world’s leading premium chocolate brand with the beverage marketing expertise and distribution capabilities of Coca-Cola North America,” said Jim Goldman, President, Godiva Chocolatier Worldwide.

“Collaborating with Godiva on a beverage line like this is a great opportunity for Coca-Cola North America, and builds upon the reputation of both companies for high quality, consumer-preferred products,” said Don Knauss, president and chief operating officer, Coca-Cola North America.

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Godiva Chocolatier is a unit of the Campbell Soup Company. With production facilities in Belgium and the U.S., Godiva Chocolatier is recognized around the world as the leader in fine chocolates. From its famous truffles and shell-molded chocolate pieces to its European-style biscuits, gourmet coffees, and hot cocoa, Godiva Chocolatier has been dedicated to excellence and innovation in the Belgian tradition for 80 years. Current licensed categories under the Godiva brand include ice cream, liqueur and cheesecake.

Coca-Cola North America is a unit 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 and energy 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-cola.com.

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