

The Coca-Cola Company

news release

FOR IMMEDIATE RELEASE

Contact: **Natalie Best**
919.277.1173
nbest@fww-us.com

Ray Crockett
404.676.1070
rcrockett@na.ko.com

DASANI® LAUNCHES NEW DASANI PLUS™ ENHANCED WATER BEVERAGES

ATLANTA (May 31, 2007) – DASANI® announced today the June launch of DASANI Plus™ vitamin-enhanced flavored water beverages. The line, with zero calories per serving, comes in three varieties:

- **Refresh + Revive:** Kiwi Strawberry Flavor has 10% of the reference daily intake (RDI) per serving of Vitamins B3, B6 and B12.
- **Cleanse + Restore:** Pomegranate Blackberry Flavor contains 10% of the RDI per serving of Vitamins E, B3, B6 and B12, plus 1 gram of fiber.
- **Defend + Protect:** Orange Tangerine Flavor provides 10% of the RDI per serving of Vitamin E and Zinc.

Independent research shows vitamin-enhanced water is the growth leader in the water category -- larger than the flavored and sparkling water categories combined.¹ In every U.S. region, vitamin-enhanced water has an 11+ dollar share of the total water category², providing the highest retailer revenue per case in the overall water category.³ These factors, along with consumers' evolving health-conscious lifestyles, created the platform for DASANI Plus as the next step for the DASANI brand.

- more -

“The time was right to build on the success of the DASANI brand and its great taste promise, and to create the fresh-tasting enhanced water DASANI Plus,” said Gloria Garrett, Coca-Cola North America Vice President, Hydration. “DASANI enhanced water beverages are a real 'Plus' for consumers seeking great taste, zero calories, and added nutrients.”

DASANI Plus will be packaged in distinctive 20 fl. oz. single serve PET bottles with a clear shrink-wrap label. Available on shelf and in coolers in supermarkets, convenience and other retail stores, DASANI Plus suggested retail price will be competitive within the enhanced water category and will be supported throughout 2007 with a fully integrated marketing program that includes consumer sampling programs, Web/interactive communications, radio, point-of-purchase displays and public relations.

About DASANI®

DASANI is a brand of Coca-Cola North America -- 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 nonalcoholic sparkling brands, including Diet Coke, Fanta and Sprite, and a wide range of other beverages, including diet and light beverages, waters, juices and juice drinks, teas, coffees, energy and sports drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate exceeding 1.4 billion servings each day. For more information about The Coca-Cola Company, please visit our website at www.thecoca-colacompany.com.

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

¹ AC Nielsen, AMC, Latest 12 M/E 4/28/07; Plain=Spring+Purified; Flavored water defined as flat, flavored, no ingredients

² AC Nielsen, AMC, Latest 12 M/E 4/28/07; Shared against Total SS Water Category With Propel

³ AC Nielsen, AMC, Latest 12 M/E 4/28/07; Ingredient Enhanced includes Propel; SS Plain Water is flat, unflavored, no ingredients; Flavored water is flat, no ingredients

#