



FOR IMMEDIATE RELEASE

NEW ENVIGA™ PROVEN TO BURN CALORIES

*Sparkling Green Tea Creates a Brand New Category
That Combines Great Taste and Negative Calories*

ATLANTA – October 11, 2006 – The drink proven to burn calories – Enviga – hits the U.S. market in the Northeast in November and will roll out nationally in January 2007. A delicious sparkling green tea containing green tea extracts, calcium, and caffeine, Enviga was conceived by Beverage Partners Worldwide (BPW) – a joint venture of Nestlé S.A. and The Coca-Cola Company.

“Enviga increases calorie burning. It represents the perfect partnership of science and nature,” said Dr. Rhona Applebaum, chief scientist, The Coca-Cola Company. “Enviga contains the optimum blend of green tea extracts (EGCG), caffeine and naturally active plant micronutrients designed to work with your body to increase calorie burning, thus creating a negative calorie effect. It makes this product stand out as unique. Enviga brings the benefits of green tea to the forefront in a convenient and accessible, great tasting beverage.”

How Enviga Works

The Nestlé Research Center in Lausanne, Switzerland, has studied the properties and benefits of green tea for decades as part of its extensive global tea business. A recent study conducted by the Center in collaboration with the University of Lausanne revealed that consuming the equivalent of three Enviga beverages over the course of the day resulted in a noticeable increase in calorie burning.

“The accumulated body of scientific research shows the ability of green tea’s powerful antioxidant EGCG (epigallocatechin gallate) to speed up metabolism and increase energy use, especially when combined with caffeine,” said Nestlé researcher Dr. Hilary Green.

Studies have shown that when EGCG and caffeine are present at the levels comparable to that in three cans of Enviga, healthy subjects in the lean to normal weight range can experience an average increase in calorie burning by 60 – 100 calories.

EGCG is a naturally occurring antioxidant in tea, including green tea. Enviga provides 90 mg of EGCG in each serving, along with 20 percent of the daily value for calcium. Enviga’s natural flavors and naturally active plant micronutrients make it a refreshing choice for maintaining a balanced lifestyle.

Consumers demand choice

“We’ve seen a shift in consumers’ attitudes toward diet and health and wellness, with more consumers seeking product choices that support active lifestyles, rather than just eliminating things from their diet,” said John Hackett, senior vice president, Coca-Cola North America Marketing. “Enviga is a great tasting beverage that invigorates your metabolism to gently burn calories, and it’s a positive step people can take as part of a balanced lifestyle – like taking the stairs.”

Enviga will be available in three delicious flavors – green tea, berry and peach – in the ready-to-drink tea section at supermarkets, mass merchandisers, convenience and drug stores, and club stores.

Enviga will be sold in individual 12-ounce sleek cans as well as six-can and 12-can multi-packs. Suggested retail price for Enviga will be \$1.29 - \$1.49 (single can).

“Enviga brings together Nestlé’s expertise in nutritional science and extensive knowledge in the benefits of green tea with Coca-Cola’s consumer, marketing and distribution resources to create a new global beverage category with unique consumer benefits – a beverage with negative calories,” said Leslie Novos, CEO of Beverage Partners Worldwide.

About Coca-Cola North America

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, 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 1.3 billion servings each day. For more information about The Coca-Cola Company, please visit our website at www.thecoca-colacompany.com.

About Beverage Partners Worldwide

Beverage Partners Worldwide (BPW) is a joint venture between Nestlé SA and The Coca-Cola Company. BPW operates autonomously while drawing on the capabilities of Nestlé and The Coca-Cola Company. It is a global business unit with cross-functional teams located in Atlanta, GA; Zurich, Switzerland; and Bangkok, Thailand. The Americas business unit markets Gold Peak and Nestea ready-to-drink iced teas.

###
