



news release

The Coca-Cola Company opens state-of-the-art laboratory in South Africa in global quality move

Johannesburg, 14 March 2008 - The Coca-Cola Company (TCCC) is pleased to announce the opening of its new state-of-the-art analytical testing facility in Midrand today.

The new Africa Technical Centre expands and enhances The Coca-Cola Company's global commitment to quality and food safety. This new centre of excellence will provide the Company's operations in Africa with access to the most advanced analytical capability available on the continent for the testing of ingredients and finished products.

The Midrand laboratory is one of five locations selected by The Coca-Cola Company as part of its global framework for analytical support to its operations worldwide. Following the completion of this work, the Company will have created a comprehensive network of analytical laboratories designed to enhance the quality and integrity of our products, drive innovation and support long-term sustainable growth. The four additional laboratories are located in Belgium, China, Mexico and the United States.

Coca-Cola South Africa President William Egbe says: "In meeting the expectations of our consumers, our beverage portfolio continues to expand and at the same time we need to ensure that we produce the highest quality products. Our investment of US\$6 million in The Africa Technical Centre is yet another affirmation of Coca-Cola's commitment to Africa's potential and reflects our growing confidence in Africa's very rewarding market.

"We are proud to be part of this global Coca-Cola initiative and have every intention of expanding and enhancing our ISO17025 accreditation within the next 12 months".

Managing the ATC is Mr Ian Isaacs, a South African who recently joined The Coca-Cola Company. The establishment of The Africa Technical Centre will also create 13 new jobs for South Africans, with more opportunities expected in the near future.

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Notes to Editors

The Coca-Cola Company is the world's largest beverage company. The Company markets four of the world's top five non-alcoholic sparkling brands, including Coca-Cola, Coca-Cola Light, 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.