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Mello Yello Returns to its Roots

Citrus Soft Drink Breaks Out Retro Graphics

ATLANTA--(BUSINESS WIRE)-- It's easy going, it's easy flowing, and it's getting an old-school look. Since the summers of disco, tie dye and 1970s cool, Mello Yello has offered a delicious citrus flavor to chill any hot summer day. Starting this summer, Mello Yello is rocking that same smooth taste in a remixed version of the original package design.

"Mello Yello's fans are passionate about its citrus flavor," said Sabrina Tandon, Mello Yello's senior manager of smooth. "We want to thank those fans by making the brand more available and taking it back to its roots with a look that truly captures the original, easy-going smooth of the '70s."

While Mello Yello has been widely available in the Midwest and Southeast United States, it is now spreading the "Mello" state of mind to more areas of the country. Mello Yello fans can expect to find the brand in new places like Philadelphia and the Northwest as early as this summer.

The new look, created by New York-based design agency Stag & Hare, features the original playful tilt of the green and orange logo, but now with the pair of double "L"s strolling off the edge of the can. Bubbles of citrus flavor and stylized fruit images float in the signature yellow background behind the Mello Yello logo. The soft drink will be rolling out with the new packaging in 2-liter bottles, Fridge Packs and 20-ounce PET bottles in all markets, with 16-ounce PET bottles and 20-can packs available in select locations.

About The Coca-Cola Company

The Coca-Cola Company (NYSE: KO) is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Along with Coca-Cola(R), recognized as the world's most valuable brand, the Company's portfolio includes 12 other billion dollar brands, including Diet Coke(R), Fanta(R), Sprite(R), Coca-Cola Zero(R), vitaminwater, Powerade(R), Minute Maid(R), Simply(R) and Georgia(R) 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 1.6 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 website at www.thecoca-colacompany.com.

Images available upon request.

Source: The Coca-Cola Company