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# The Coca-Cola Company Invites Austin to Experience the Fountain of the Future

Schlotzsky's First Restaurant in Austin to Introduce Coca-Cola Freestyle(R), New Touch Screen Fountain Dispenser

ATLANTA--(BUSINESS WIRE)-- Coca-Cola Freestyle(R), The Coca-Cola Company's exciting new interactive fountain dispenser is available for the first time in the Austin area.

Austin-based Schlotzsky's, home of The Original(R) round toasted sandwich and famous Fresh-from-Scratch(R) buns and a long-time Coca-Cola(R) customer, will be the first to offer the fountain in Austin. Schlotzsky's initially plans to feature Coca-Cola Freestyle(R) in two of its Austin locations this fall. Additional Coca-Cola Freestyle(R) units will be installed in select Double Dave's locations in the area.

The sleek, stylish new fountains are touch screen operated, enabling consumers to select from more than 100 regular and low-calorie branded beverages. Many varieties of waters, fruit-flavored and sparkling beverages are now available to U.S. consumers exclusively on Coca-Cola Freestyle(R). The self-serve fountains - which represent a complete departure from anything The Coca-Cola Company has offered previously - have been in development for more than four years.

"We have created a concept that is quickly becoming recognized as the soda fountain of the future - the way people will experience Coca-Cola beverages years from now," said Gene Farrell, vice president, Coca-Cola Freestyle(R), Coca-Cola North America.

Results from beta testing that concluded at the end of 2009 indicate an increase in total restaurant sales - including fountain servings - as well as a measurable lift in traffic.

The launch has expanded to include more than 100 restaurants in Atlanta, Chicago, Dallas, Salt Lake City and Southern California, and the company plans future introductions in other cities as early as the fall.

"Austin is our hometown, so naturally we are thrilled that The Coca-Cola Company chose Schlotzsky's as the first Austin area partner to unveil the Coca-Cola Freestyle(R)," said Schlotzsky's President Kelly Roddy. "The Freestyle is a great addition and will enhance Schlotzsky's new 'Lotz Better' experience. We are excited to give our guests the opportunity to interact first-hand with the ground-breaking machine."

The addition of the Coca-Cola Freestyle(R) machine is the latest in Schlotzsky's efforts to reinvent their brand to an "All 'Round 'Lotz Better," look. The reinvention includes a new prototype restaurant featuring vibrant colors, playful slogans, contemporary furniture and artwork, and a partnership with sister company Cinnabon that offers franchisees two brands

under one roof. Schlotzsky's also introduced a new service model where crew members hand-deliver food to the tables.

In addition to Austin, Coca-Cola Freestyle(R) is also featured in select Atlanta and Dallas area Schlotzsky's locations.

The Coca-Cola Freestyle(R) dispenser uses unique, proprietary PurePour Technology(TM) and has the capacity to dispense up to 106 branded beverages in the same footprint as a standard eight-valve machine. Consumers can experience Coca-Cola Freestyle(R) virtually at www.facebook.com/cocacolafreestyle.

About The Coca-Cola Company

The Coca-Cola Company is the world's largest beverage company, refreshing consumers with nearly 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(TM), vitaminwater(R), POWERADE(R), Minute Maid(R) and Georgia Coffee(R). 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 nearly 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 Web site at www.thecoca-colacompany.com.

About Schlotzsky's

Since 1971, Schlotzsky's has been the home of The Original(R) toasted sandwich. The menu has evolved with customers' tastes to include the highest quality sandwiches, pizzas, salads, and soups available today. With more than 350 locations worldwide, Schlotzsky's is the fast-casual choice for a quick, healthful, and fresh dining experience. Schlotzsky's is enjoyed around the world, with restaurants in Turkey, China, Saudi Arabia, South Africa, Costa Rica, Jordan and Kuwait. Schlotzsky's is owned by FOCUS Brands Inc.(R), the franchisor and operator of over 2,200 Carvel(R), Cinnabon(R), Schlotzsky's(R), Moe's Southwest Grill(R) locations and Seattle's Best Coffee(R) on certain military bases and in international markets. For more information, visit www.Schlotzskys.com.

Source: The Coca-Cola Company