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FUZE® Mixes Things up with New Line of Teas and Juice Drinks

Brand Poised for Growth with Five New Flavors Hitting Convenience Store Shelves This Month

ATLANTA--(BUSINESS WIRE)-- FUZE® is celebrating a summer of great-tasting refreshment with the introduction of its new collection of teas and juice drinks. The new FUZE line-up features a blend of natural flavors to keep Americans cool and refreshed.

The launch kicks off this summer, with a full offering of fountain and bottle/can package options available by the end of the year. The 1-liter package is available now at convenience stores across the country. The new selections from FUZE include:

- Lemon Iced Tea
- Honey and Ginseng Green Tea
- Half Iced Tea & Half Lemonade
- Berry Punch Juice Drink
- Strawberry Lemonade Juice Drink

“Our fans expect vibrant tastes from FUZE and we are excited to add five new flavors to the FUZE family,” said Chris Johnston, Tea Director, Coca-Cola North America. “We expect our new teas and juice drinks will both refresh people and accelerate our momentum in this growth segment.”

FUZE beverages offer consumers a great-tasting source of vitamins B6 and B12,* available in all FUZE products except Honey & Ginseng Green Tea. They are currently available in 1-liter packages affordably priced at \$.99 at participating retailers.

Additional FUZE offerings will debut throughout the remainder of 2012.

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. Led by Coca-Cola, the world's most valuable brand, our Company's portfolio features 15 billion dollar brands including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply, Georgia and Del Valle. Globally, we are the No. 1 provider of sparkling beverages, ready-to-drink coffees, and juices and juice drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy our beverages at a rate of 1.8 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that reduce our environmental footprint, support active, healthy living, create a safe, inclusive work environment for our associates, and enhance the economic development of the communities where we operate. Together with our bottling

partners, we rank among the world's top 10 private employers with more than 700,000 system employees. For more information, please visit www.thecoca-colacompany.com or follow us on Twitter at twitter.com/CocaColaCo.

**Vitamins B6 and B12 represent 10 percent of the daily value per 8 fl oz serving for juice drinks and 10 percent of the daily value per 12 fl oz serving for teas.*

The Coca-Cola Company
Kerry Tressler, 404-676-3676
ketressler@coca-cola.com

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