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Coca-Cola Life Arrives on Shelves Nationwide

Following initial summer roll out, The Coca-Cola Company's first reduced-calorie sparkling beverage sweetened with cane sugar and stevia leaf extract now available across U.S.

ATLANTA--(BUSINESS WIRE)-- Life is genuinely sweet with the cold, refreshing taste of Coca-Cola *Life*. The new beverage is The Coca-Cola Company's first reduced calorie cola* to use a blend of cane sugar and stevia leaf extract. Coca-Cola *Life* joins other trademark brands Coca-Cola, Diet Coke and Coke Zero.

Life is genuinely sweet with the refreshing taste of Coca-Cola Life. pictured: 8 fl oz. glass bottle. (Photo: Business Wire)

Coca-Cola *Life* underscores The Coca-Cola Company's global commitment to provide an expanded selection of reduced, low- and no-calorie beverage options. With 35 percent fewer calories than leading colas, Coca-Cola *Life* fits any occasion with just the right amount of sweet celebration and refreshment.

"People that love our brands want more choices in flavors, package sizes and sweetener options. With Coca-Cola *Life* we're meeting those needs while serving up a delicious beverage that complements our broader portfolio," said Andrew McMillin, Vice President, Coca-Cola Brands, Coca-Cola North America. "As we continue to follow our consumers, we are working ultimately to become a leader in this interesting and emerging category."

Coca-Cola *Life* will be available in 6-packs of the iconic 8 fl oz. glass contour bottle, 6-packs of 12 fl oz. cans, Fridge Pack 12-packs of 12 fl oz. cans, individual 20 fl oz. bottles, and 2-liter bottles. Packaging and availability will vary by location.

Coca-Cola *Life* further extends a varied portfolio in North America, which includes more than 750 beverages including more than 200 low- or no- calorie options. It is one of more than 45 beverages in The Coca-Cola Company's global portfolio currently sweetened in whole or in part with stevia leaf extract.

**35 percent fewer calories than leading colas: 8 fl oz. glass bottle – 60 Calories; 12 fl oz. – 90 calories; 20 fl oz. – 160 calories.*

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. Led by Coca-Cola, one of the world's most valuable and recognizable brands, our Company's portfolio features 17 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 1.9 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 associates. For more information, visit Coca-Cola Journey at www.coca-colacompany.com, follow us on Twitter at twitter.com/CocaColaCo, visit our blog, Coca-Cola Unbottled, at www.coca-colablog.com or find us on LinkedIn at www.linkedin.com/company/the-coca-cola-company.

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