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

Wingstop First Restaurant in Dallas to Test 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 Dallas area.

Long-time Coca-Cola customer Wingstop, the fast-growing chicken wing restaurant concept that has sold more than 1.9 billion wings, will be the first to offer the fountain in the Dallas area. Wingstop plans to feature Coca-Cola Freestyle in three of its locations this summer. Units will be installed in 25 additional Dallas-area restaurants later this year, including select Boston Market, CiCi's Pizza, DoubleDave's Pizzaworks, Pei Wei Asian Diner, Schlotszky's, Souper! Salad!, Taco Bueno, and Which Wich? locations.

The sleek, stylish new fountains are touch screen operated, enabling consumers to select from more than 100 regular and low-calorie beverage brands - including many varieties of waters, fruit-flavored beverages and sparkling beverages that have never before been available in the U.S. other than on Coca-Cola Freestyle. 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, Coca-Cola North America.

Early testing of the fountains began a year ago and expanded to include more than 50 restaurants across Georgia and Southern California. Results from the test indicate an increase in total restaurant sales - including fountain servings - as well as a measurable lift in traffic. The company plans future testing in other cities as early as the fall.

The Coca-Cola Freestyle^(R) dispenser uses unique, proprietary PurePour TechnologyTM 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, 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(TM). 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.

Source: The Coca-Cola Company