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

Pei Wei Asian Diner First Restaurant in Phoenix 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, called Coca-Cola Freestyle^(R), is available for the first time in Phoenix.

Arizona-based Pei Wei Asian Diner, a long time Coca-Cola customer, will be the first in the area to offer Coca-Cola Freestyle^(R). Pei Wei plans to feature Coca-Cola Freestyle^(R) in six of its Phoenix area restaurants by the end of the year, the first of which is located at 701 W McDowell Rd. in Phoenix.

The sleek, stylish new fountains are touch screen operated, enabling consumers to select from 106 regular and low-calorie branded beverages. Many varieties of waters, fruit-flavored, still 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 150 restaurants in Atlanta, Austin, Chicago, Dallas, Salt Lake City and Southern California, and the company plans future introductions in other cities this year.

"We are thrilled that The Coca-Cola Company chose Pei Wei as the first Phoenix area partner to unveil Coca-Cola Freestyle^(R)," said KC Moylan, Chief Operating Officer, Pei Wei Asian Diner. "Coca-Cola Freestyle^(R) reflects Pei Wei's "East of Usual" brand philosophy, which encourages guests to take a step off the beaten path and try something different from their ordinary routine."

In addition to Phoenix, Coca-Cola Freestyle^(R) is also featured in select Chicago, Dallas and Southern California Pei Wei restaurants.

Offering a fresh-to-order menu, Pei Wei uses a Mandarin-style wok-cooking process and features cuisine from five Asian countries: China, Japan, Vietnam, Korea and Thailand.

Designed with a vibrant, contemporary, and urban-inspired style, Pei Wei provides a quick getaway to five intriguing Asian cultures through their innovative, pan-Asian-inspired menu.

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 (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^(R), Powerade^(R), Minute Maid^(R), Simply^(R) and Georgia^(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 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.

About Pei Wei

Pei Wei Asian Diner, owned and operated by P.F. Chang's China Bistro, offers a menu of fresh, high-quality Asian cuisine. The restaurant provides a comfortable, quick and casual dine-in experience as well as the flexibility, speed and convenience of take-away service. From the exotic aromas rising from the sizzling 600-degree woks, to the signature red floors and hip decor, Pei Wei Asian Diner serves freshly prepared & made-to-order dishes from China, Japan, Korea, Thailand and Vietnam in a modern diner environment. Pei Wei currently operates 168 restaurants in 22 states. For more information please visit www.peiwei.com.

Source: The Coca-Cola Company