November 18, 2015

Elevate Your Everyday with New smartwater® sparkling

*The delicious crisp taste of the **smart**water® you know and love, now also available with just the right amount of tiny bubbles*

NEW YORK--(BUSINESS WIRE)-- The makers of **smart**water® are bubbling with excitement to introduce new **smart**water sparkling. With the purity of vapor distillation, combined with electrolytes for taste and just the right amount of delicate carbonation, **smart**water sparkling is carefully designed to deliver a taste that is distinctly fresh, crisp and delicious.

Beginning this month, **smart**water sparkling will be available at select retailers (including upscale dining locations and hotels, online sites and club outlets) and will pop up at targeted events in New York City, Los Angeles and Miami. Initially available in one-liter bottles, **smart**water sparkling has a suggested retail price of $1.99.

"smartwater sparkling is the innovation that our fans have been waiting for," said Caroline Kibler, Director of **smart**water. "Earlier this year, we launched our #upupup campaign which aimed to inspire consumers and help to elevate their everyday journeys, in the same way that **smart**water is water inspired by the clouds. Similarly, **smart**water sparkling, with its crisp and refreshing effervescence, is a new way to elevate consumer experiences."

2016 will be a big year for **smart**water sparkling as it will become available in more packages and sizes and will expand into additional markets throughout the country.

For more information and updates on the **smart**water sparkling journey #upupup, visit www.drinksmartwater.com and follow the brand on Facebook, Twitter and Instagram.

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 20 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.

The Coca-Cola Company
Danielle DuBois, 212-545-6098
DDuBois@coca-cola.com

Source: The Coca-Cola Company