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FOR IMMEDIATE RELEASE

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**COCA-COLA NORTH AMERICA ANNOUNCES
PLANS TO LAUNCH DIET COKE PLUS™**

“Great Taste Has Its Benefits”

ATLANTA, March 22, 2007 – Coca-Cola North America today announced it will launch Diet Coke Plus™, a sparkling, calorie-free beverage with vitamins and minerals. In addition to providing great, refreshing taste, Diet Coke Plus is a good source of vitamins B3, B6, and B12, and the minerals zinc and magnesium.

Diet Coke Plus will be available throughout the U.S. in April in retail stores where other Diet Coke products are sold.

“Consumers, including Diet Coke drinkers, are increasingly looking for more beverage options, and we wanted to offer them the convenience of a calorie-free beverage that is a good source of several essential vitamins and minerals, and one that delivers on the great taste that they have come to expect from us,” said Katie Bayne, senior vice president, Coca-Cola Brands, Coca-Cola North America.

Each eight-ounce serving of Diet Coke Plus provides a good source of Niacin (vitamin B3), vitamins B6 and B12, zinc and magnesium (15% Daily Value [DV] for Niacin, B6 and B12, 10% DV for zinc and magnesium). Diet Coke Plus is the newest member of the Diet Coke family, which includes the flagship Diet Coke, Caffeine Free Diet Coke, Diet Coke with Lime, Diet Cherry Coke, and Diet Coke Sweetened with Splenda. Diet Coke lovers need not worry about their favorite sparkling beverage disappearing. “The millions of current Diet Coke devotees across America shouldn’t be concerned – America’s #1 diet sparkling beverage is staying just as it is,” said Bayne.

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The launch of Diet Coke Plus will be supported by an integrated marketing plan to drive awareness and trial. Introductory communications will carry the tagline “Great Taste Has Its Benefits” and will let consumers know that they now have another way to enjoy Diet Coke – one that tastes great and contains several essential vitamins and minerals.

To commemorate the launch of Diet Coke Plus, special limited edition 12-ounce “sleek cans” of Diet Coke Plus will be available at select retail locations in New York City and Los Angeles while supplies last. Diet Coke Plus will be available nationwide in a variety of packages, including 20-ounce PET, 12-ounce can-12 packs, and 12-ounce PET (trial package).

The Coca-Cola Company is the world's largest beverage company. Along with Coca-Cola, recognized as the world's most valuable brand, the Company markets four of the world's top five nonalcoholic sparkling beverage brands, including Diet Coke, Fanta and Sprite, and a wide range of other beverages, including diet and light beverages, waters, juices and juice drinks, teas, coffees, energy and sports drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate exceeding 1.4 billion servings each day. For more information about The Coca-Cola Company, please visit our website at www.thecoca-colacompany.com.

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