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COCA-COLA LAUNCHES SUGAR FREE FULL THROTTLE®

New line extension builds on impressive growth of Full Throttle brand



ATLANTA, GA -- On the heels of the successful launch of Full Throttle® energy drink in late 2004, Coca-Cola North America is gearing up to expand its growth in the energy drink category with the introduction of Sugar Free Full Throttle®.

Sugar Free Full Throttle will hit shelves nationwide in mid-August, primarily at local convenience stores, with additional availability in other retail locations. Sold in 16-ounce cans and four-can multi-packs, Sugar Free Full Throttle will be competitively priced with other energy drinks on the market.

Sugar Free Full Throttle represents the next step for the Full Throttle brand, which has already achieved a 7.8 percent share of the energy drink category, and is currently available in 78 percent of all convenience retail locations in the United States (Source: AC Neilson Data through June 2005).

"The Full Throttle brand has consistently driven growth in the energy drink category since its introduction, and Sugar Free Full Throttle will keep our momentum going," said Mary Herrera, director of marketing for Sports & Energy Drinks, Coca-Cola North America. "Based on our results in test markets, we expect Sugar Free Full Throttle to increase consumption occasions among current energy drink users and appeal to new consumers seeking the raw energy Full Throttle provides."

A comprehensive marketing campaign continues to support the Full Throttle brand, including radio, print and outdoor advertising, as well as a national sampling program traveling to sporting events, concerts and college campuses.

In addition, the "Deal Me In with Full Throttle" summer promotion ties Full Throttle to the "World Series of Poker" and Maxim, the country's best-selling men's lifestyle magazine. The "Deal Me In with Full Throttle" sweepstakes offers consumers a chance to win a seat at the 2006 World Series of Poker, one of 10 trips to Las Vegas, one of five trips to a Maxim Music Issue Party in New York or many other prizes. Consumers can enter the sweepstakes by logging on to www.fullthrottleenergy.com, as well as pick up a free poker guide featuring an exclusive interview with Chris MoneyMaker, winner of the 2003 "World Series of Poker," at poker-themed point-of-sale displays at participating retail stores through August 31, 2005.

Source: The Coca-Cola Company



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