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Contacts:

Natalie Best 919.277.1173; nbest@fwv-us.com

Ray Crockett 404.676.1070; rcrockett@na.ko.com

**SIMPLY ORANGE JUICE COMPANY EXPANDS OFFERINGS TO INCLUDE
SIMPLY APPLE AND SIMPLY GRAPEFRUIT**

APOPKA, Fla., (Aug. 23, 2007) – Simply Orange Juice Company announced today the addition of two new products to its very successful Simply line: Simply Apple™, a pure-pressed, 100 percent not-from-concentrate premium apple juice; and Simply Grapefruit™, a 100 percent not-from-concentrate premium grapefruit juice.

Both juices will begin shipping to retailers in mid-September. As with all the Simply products, Simply Apple and Simply Grapefruit offer consumers a “closest to fresh-squeezed taste experience.” The Simply portfolio has flourished – in just over three years, its chilled juices and ades have grown more than 40 percent.

“The Simply line of premium, not-from-concentrate juices and ades has received an overwhelmingly positive response from consumers,” said Ashley Schmidt, senior brand manager for Simply Orange. “When we looked at growing the Simply line to expand refreshing juice options throughout the day, Simply Apple and Simply Grapefruit were natural choices to offer consumers more variety with the same fresh-made experience we’re known for.”

Offering a unique, crisp apple taste, Simply Apple will be the only chilled apple juice available in supermarkets nationwide. Simply Apple is a pure-pressed apple juice with a fresh apple taste in every sip. It contains no artificial flavors or colors and is never sweetened or concentrated.

Created by citrus experts, new Simply Grapefruit provides citrus lovers a refreshment alternative beyond the breakfast table. The perfect balance of sweet and tart, the fresh-squeezed taste of Simply Grapefruit is made from a harmonious blend of a variety of grapefruits and is a 100 percent not-from-concentrate juice.

Simply Apple and Simply Grapefruit are packaged in the unique 59 fl. oz. clear Simply carafe, with a suggested retail price of \$3.49 and \$3.89 respectively. The company will support the Simply line in 2007 and 2008 with a comprehensive marketing program that includes a multi-media advertising plan, a public relations campaign, consumer promotions and in-store sampling.

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About Simply Orange Juice Company Products

Since the launch of the Simply Orange Juice Company's flagship product, Simply Orange® orange juice, the Simply line has established an impressive market share in an otherwise declining chilled orange juice category. Committed to creating not-from-concentrate juices that offer consumers a premium fresh-squeezed taste experience, the Simply line has since expanded to include four different varieties of Simply Orange, *Original*, *Calcium*, *Grove Made* and *Country Stand*, now available in multiple packages – 59 fl. oz., 89 fl. oz. and 59 fl. oz. twin pack and 13.5 fl. oz. single serve bottles. In 2006, the company expanded the Simply line with the launch of Simply Lemonade® and Simply Limeade®, now available in 59 fl. oz. and 13.5 fl. oz. single serve bottles.

To download product photos or for more information visit: www.newproducts.coca-cola.com.

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