



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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Coca-Cola Beverages Florida Signs Letter of Intent for Expansion of Distribution Territory

Strengthens CCBF's commitment to exceptional and coordinated service

TAMPA, FL- Coca-Cola Beverages Florida (CCBF) today announced that it has signed a letter of intent with The Coca-Cola Company to further expand CCBF's territory. The proposed transaction would provide exclusive distribution rights for CCBF in north Florida, which includes sales and distribution centers in Orlando, Jacksonville, Daytona, Brevard, and Gainesville.

This transaction will significantly expand CCBF's territory, adding additional territory to its existing central Florida operations, which CCBF acquired in May 2015.

"Our planned expansion reflects our deep commitment to local Florida communities," said Troy Taylor, Chairman and CEO. "CCBF is dedicated to providing this new territory with the same high level of customer service for which our company prides itself. Most importantly, we look forward to the opportunity to serve even more customers, consumers and local communities in this great state."

"We are confident that we are building a model that is modern, agile and consumer and customer focused. The progress announced today continues our efforts to balance national scale and local capability, and will help us increase our leadership and competitive advantage in the U.S. business," said Sandy Douglas, President, Coca-Cola North America.

The transactions proposed in the letter of intent are subject to the parties reaching a definitive agreement, with territory expansion closing expected in 2016.

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About Coca Cola Beverages Florida

Coca-Cola Beverages Florida is an independent Coca-Cola bottling company headquartered in Tampa, Florida. The company currently has more than 1,100 employees and operates seven sales and distribution centers in Tampa, Lakeland, Sarasota, Fort Myers, Fort Pierce, Sebring and Spring Hill. For more information, please visit www.cocacolaflorida.com.