



PRESS RELEASE

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Coca-Cola Beverages Florida Announces Amy Maguire, Vice-President, Public Affairs, Communications and Government Relations

TAMPA, FL - Coca-Cola Beverages Florida ("CCBF") today announced that Amy Maguire has been named Vice-President, Public Affairs, Communications and Government Relations. Amy joins CCBF with more than twenty years of government, corporate and community relations experience. She will lead CCBF's governmental and civic affairs, community relations, and corporate communications efforts. She will officially join CCBF on September 6.



Amy previously served as Vice-President, Government, Corporate and Community Relations at Johns Hopkins All Children's Hospital, where she was responsible for funding, policy and regulatory issues. Her role included corporate relations, sustainability, business development, commercialization/innovation efforts, community engagement, and outreach initiatives. Prior to joining Johns Hopkins All Children's Hospital, she was Managing Partner of Southern Strategy Group Tampa Bay, where she served as CEO of a regional office of the nation's largest lobbying firm representing All Children's Hospital along with other state and national clients.

"We are very pleased to welcome Amy to the CCBF family," said CCBF Chairman and Chief Executive Officer Troy Taylor. "Amy brings great value to our team in government relations and communications, and her appointment further solidifies our commitment to the communities that we serve and to wonderful organizations like Johns Hopkins All Children's Hospital, with which we will continue to partner."

Amy's passion for people and our local community was expressed as she shared her feelings. "I am honored to be joining such an amazing group of leaders and team members as we best serve our communities, customers, and consumers across Florida."

Amy holds a Master of Business Administration degree, a Philanthropy & Foundation Executive Certification, Harvard Executive Leadership Diploma and Bachelor's degrees in economics and



psychology from Centre College in Danville, Kentucky. Amy has held leadership roles on the boards of numerous community organizations including the YMCA, Boys and Girls Clubs, PACE Center for Girls, Feeding America, and business chambers in the Tampa Bay region and with Future of Florida Business Leaders. She has received the Florida Trauma Advocate of the Year, the *In the Life of a Child* Legislative Leader Award, Central Florida's Thirty under Thirty award, and was a finalist for the *Tampa Bay Business Journal* Businesswoman of the Year. She is an adjunct professor at the University of South Florida St. Petersburg. She resides in St. Petersburg, Florida, and enjoys triathlons, kayaking, reading and writing.

About Coca-Cola Beverages Florida

Coca-Cola Beverages Florida (“CCBF”), headquartered in Tampa, Florida, is one of the largest independently owned and operated Coca-Cola bottlers in the United States. CCBF currently markets, sells, and distributes products of The Coca-Cola Company (TCCC) in central Florida through seven (7) sales and distribution facilities in Tampa, Lakeland, Sarasota, Ft. Myers, Ft. Pierce, Sebring, and Spring Hill. CCBF recently announced the signings of letters of intent with The Coca-Cola Company to expand its franchise territory and acquire operations in North Florida and South Florida, and to purchase TCCC’s cold-fill production facilities in Florida. As a result of these acquisitions, CCBF will be the leading Coca-Cola bottler in Florida, employing nearly 5,000 Floridians, and operating sixteen (16) sales and distribution facilities and four (4) production plants. Please visit www.cocacolaflorida.com to learn more.

