

January 9, 2012



North American Coca-Cola Bottling System and Novelis Sign Multi-Year Agreement for Supply of Aluminum Can Sheet

ATLANTA, Jan. 9, 2012 /PRNewswire/ -- Coca-Cola Bottlers' Sales & Services Company LLC (CCBSS), the Coca-Cola entity purchasing aluminum can sheet for the Coca-Cola System in North America, and Novelis Inc., the world's leading producer of aluminum rolled products, today announced the signing of a multi-year agreement for the supply of aluminum can sheet. The agreement took effect January 1, 2012.

The agreement covers the supply of aluminum can body stock, can end stock and can tab stock to the various producers of beverage cans for Coca-Cola in North America. Terms of the contract were not disclosed.

The contract continues a decades-long relationship between the two companies and maintains Novelis' role as the primary supplier of aluminum can sheet to Coca-Cola in North America.

"We're pleased to have reached an agreement with our aluminum supplier, Novelis, resulting in a multi-year aluminum can sheet contract," said Mark Shaughnessy, president and chief executive officer of CCBSS. "This new agreement not only continues a highly-valued, long-standing supply partnership, but it also sets the stage for us to collaboratively drive increases in packaging recovery and re-use. With our partners at Novelis, we look forward to our continued success and delivering refreshing Coca-Cola products across North America."

"The partnership between Coca-Cola and Novelis reflects a deep commitment to the environment on the part of both companies," said Phil Martens, president and chief executive officer of Novelis. "Coca-Cola has been a highly valued customer for many years and we are pleased that this new agreement allows us to continue to bring the recycling and sustainability benefits of the aluminum can to drinkers of Coca-Cola products throughout North America."

In the context of the new contract, the companies have also agreed to dismiss litigation pending in the Georgia State Court System, relating to previous contractual terms.

About Coca-Cola Bottlers' Sales & Services Company LLC (CCBSS)

CCBSS is a limited liability company that is owned by authorized Coca-Cola bottlers doing business in North America. CCBSS supports Coca-Cola bottlers by providing supply chain functions, systems and strategies on behalf of the entire Coca-Cola System in North America.

About The Coca-Cola Company

[The Coca-Cola Company](#) (NYSE: KO) is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Led by Coca-Cola, the world's most valuable brand, our Company's portfolio features 15 billion dollar brands including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply, Georgia and Del Valle. Globally, we are the No. 1 provider of sparkling beverages, ready-to-drink coffees, and juices and juice drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy our beverages at a rate of 1.7 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that reduce our environmental footprint, support active, healthy living, create a safe, inclusive work environment for our associates, and enhance the economic development of the communities where we operate. Together with our bottling partners, we rank among the world's top 10 private employers with more than 700,000 system employees. For more information, please visit www.thecoca-colacompany.com or follow us on Twitter at twitter.com/CocaColaCo.

About Novelis

Novelis Inc. is the global leader in aluminum rolled products and aluminum can recycling.

The company operates in 11 countries, has nearly 11,000 employees and reported revenue of \$10.6 billion in fiscal year 2011. Novelis supplies premium aluminum sheet and foil products to automotive, transportation, packaging, construction, industrial, electronics and printing markets throughout North America, Europe, Asia and South America. Novelis is a subsidiary of Hindalco Industries Limited (BSE: HINDALCO), one of Asia's largest integrated producers of aluminum and a leading copper producer. Hindalco is a flagship company of the Aditya Birla Group, a multinational conglomerate based in Mumbai, India. For more information, visit www.novelis.com and follow us on Twitter at twitter.com/Novelis.

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