



DUCHESS ROLLS OUT COCA-COLA FREESTYLE® , THE "FOUNTAIN OF THE FUTURE," TO ALL CONNECTICUT LOCATIONS, A STATE RESTAURANT CHAIN FIRST

New Touch Screen Fountain Dispenser Adds Fun Factor to Chain's Fresh Food Approach

MONROE, Conn. (May 2, 2012) – If the response from its Monroe, Ansonia, Orange and Shelton customers is any indication, Duchess Restaurants, Connecticut's original fast food restaurant chain, known for serving fresh, made-to-order food fast, is betting its chain-wide rollout of the ultra cool Coca-Cola Freestyle touchscreen fountain dispenser to all 14 of its Connecticut locations this spring will be a big hit as well.

A year ago, as part of the chain's 55th anniversary celebration, Duchess Ansonia became the first restaurant in the State of Connecticut to offer the new beverage dispensing innovation, also known as the "Fountain of the Future." Duchess Monroe added the crowd-pleasing high-tech dispenser last summer. Shortly thereafter, Duchess Shelton added the fountain, followed by Duchess Orange, which installed Coca-Cola Freestyle as part of a major renovation. With the addition of Bridgeport, Danbury, Darien, two Fairfield locations, Milford, Naugatuck, Norwalk, Stratford and Wallingford this spring, Duchess becomes the first Connecticut restaurant chain to install Coca-Cola Freestyle in all of its locations, a move that required each location to completely remodel its self-serve beverage area.

A natural complement to Duchess' expansive menu variety of more than 100 fresh, cooked-to-order breakfast, lunch and dinner menu items, the revolutionary fountain offers an unprecedented 100-plus regular and low-calorie brands, including many varieties of waters, sports drinks, lemonades and sparkling beverages that were not previously available in the U.S.

"Customer reaction to Coca-Cola Freestyle has been amazing!" says Gary Lavin, president of Duchess Restaurants. "Offering this revolutionary fountain technology to our customers in all 14 Duchess locations is an investment we know will give us an advantage in the fast food marketplace," Lavin added in reference to the remodeling costs associated with redesigning its beverage stations around the freestanding fountains. "We've built our reputation offering our

customers unparalleled freshness and variety in their meal choices. Now we're adding an element of fun to their dining out experience we think will go a long way toward building loyalty for the Duchess brand among new generations of customers."

According to Lavin, restaurant traffic traditionally picks up each spring as warmer temperatures beckon people outdoors again. "The timing couldn't be better. People eat out more when the weather is nice. We expect Coca-Cola Freestyle to be a big draw for our customers, who want to eat good food and have a little fun with their beverage selection. It won't take long for them to realize they can select from more than 100 beverage brands, many of which are available in the States for the very first time. There's a definite fun factor built into this fountain!" says Lavin.

About Duchess Worldwide, Inc.

A decade after pioneering Connecticut's diner industry in the late 1940's, brothers Harold and Jack Berkowitz founded Duchess, Connecticut's original fast food restaurant chain. Today, 55 years later, the Bridgeport, Conn. hotdog stand known for serving fresh food fast, has expanded to 14 restaurant locations, complete with eat-in dining rooms, take-out service and drive thrus. Locations throughout Fairfield and New Haven Counties, include Ansonia, Bridgeport, Danbury, Darien, Fairfield, Milford, Monroe, Naugatuck, Norwalk, Orange, Shelton, Stratford and Wallingford. The original 1956 menu of burgers, hotdogs, French fries and milk shakes has grown dramatically to include an unmatched variety of more than 100 fresh, cooked-to-order menu items for breakfast, lunch and dinner. Duchess has perfected a totally unique approach to fast food, transforming dashboard dining into nothing less than a short-order cooking art form. Privately owned and operated, Duchess Worldwide, Inc., is based in Milford, Conn. For more information, visit www.duchessrestaurants.com.

About Coca-Cola Freestyle

Coca-Cola Freestyle allows people to select from more than 100 regular and low-calorie beverage brands. With more than 70 low/no-calorie options, more than 90 caffeine-free choices and 80+ unique brands offered nowhere else, Coca-Cola Freestyle truly offers the kind of variety designed to meet peoples' beverage needs and lifestyles. Coca-Cola Freestyle is available in more than 3,600 outlets and more than 80 markets, covering 45 states across the U.S., including Atlanta, Boston, Chicago, Dallas, Houston, Los Angeles, New York, Miami, Phoenix, San Francisco, Seattle and Washington, D.C. The Company plans future U.S. introductions throughout 2012. Coca-Cola Freestyle was in development for more than four years prior to launching in 2010.

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 1.8 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.

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