

Company Announcements Office
Australian Stock Exchange Limited

COCA-COLA AMATIL ENTERS INTO AN EXCLUSIVE AGREEMENT WITH MAXXIUM AUSTRALIA TO EXPAND PREMIUM BEVERAGE PORTFOLIO

Sydney, 8 November 2006: Coca-Cola Amatil (CCA) has taken another significant step towards broadening its beverage portfolio in Australia, entering an exclusive agreement through its joint venture company, Pacific Beverages to sell and distribute the premium spirit portfolio of global premium spirits distributor Maxxium.

Maxxium's major brands include Jim Beam, Canadian Club, Remy Martin, Cointreau, The Famous Grouse and ABSOLUT VODKA.

CCA has also entered into an exclusive agreement with Maxxium shareholder, Beam Global Spirits & Wine Australia to manufacture its alcoholic ready-to-drink (ARTD) beverages, including Australia's most popular ARTD, Jim Beam and Cola. Pacific Beverages will sell and distribute the Beam Global Spirits & Wine ARTDs.

Maxxium Australia's sales force will be integrated into CCA's existing Hotel, Restaurant and Cafe (HORECA) team, further enhancing its scale and reach.

Maxxium Australia will maintain responsibility for importing the spirits into Australia, the brand marketing strategy, planning, financial management and the relationship with its global shareholders.

The alliance between CCA and Maxxium not only provides the Asia-Pacific's largest non-alcoholic beverage company with an opening to Australia's spirit and ARTD market, but creates a major opportunity for sales growth through CCA's extensive sales and distribution infrastructure.

Beam Global Spirits & Wine Australia sells approximately 8 million cases of ARTDs each year in Australia, including Australia's market leader, Jim Beam and Cola, as well as Canadian Club and Cola and Old Crow and Cola.

The Beam Global Spirits & Wine ARTD brands will be produced at CCA's facility in Adelaide, South Australia and it is expected that supply will commence in April 2007.

CCA's move into premium ARTDs and spirits follows the announcement in August of the formation of Pacific Beverages, CCA's joint venture with the world's second largest brewer, SABMiller, to sell and distribute SABMiller's premium international beers Peroni Nastro Azzurro, Miller Genuine Draft and Pilsner Urquell.

Pacific Beverages began distribution of the beer brands across Australia on October 30. The transition to market is progressing smoothly and CCA and SABMiller are looking forward to a strong growth in the premium beer market as they develop opportunities within CCA's customer base.

CCA's Group Managing Director, Terry Davis, said the company's move into the premium ARTD and spirits market in Australia was a logical extension of its business.

Mr Davis said: “The joint venture with SABMiller was the first step in extending CCA’s beverage portfolio into alcoholic beverages. The agreement with Beam Global Spirits & Wine Australia to exclusively manufacture ARTDs, and the agreement with Maxxium to sell and distribute ARTDs and all their other premium spirit brands, is the next one.

“With Maxxium and Beam Global Spirits & Wine Australia we are rapidly expanding our presence in alcohol in the premium beverages market, a place we understand well.”

Iain Abercrombie, Maxxium Australia’s Managing Director, said: “This unique partnership with CCA is a source of competitive advantage that will generate substantial sales and growth through increased visibility and reach. The sales and distribution capability will be the envy of all in the industry.”

CCA will invest less than \$15 million to deliver the additional capability required to manufacture and distribute these alcoholic beverages. Pacific Beverages’ selling and distribution earnings will be recognised as equity income for CCA and the new business is expected to be earnings accretive in the first 12 months.

Mr Davis said CCA had assessed all options in the alcoholic ready-to-drink beverage area, and concluded that agreements with Maxxium and Beam Global Spirits & Wine Australia would maximise future opportunities at the premium end of the market, and of all the options considered, would deliver the highest return on the lowest capital risk.

NOTE TO EDITORS

Coca-Cola Amatil (CCA) is the largest non-alcoholic beverage company in the Asia-Pacific region and one of the world’s top five Coca-Cola bottlers. CCA operates across 6 countries – Australia, New Zealand, Indonesia, South Korea, Fiji and Papua New Guinea. In the past 5 years CCA has diversified its portfolio of products to include water, sports drinks, fruit juices, coffee, iced teas and packaged ready-to-eat fruit and vegetable products. Its brands include Coca-Cola, Coca-Cola Zero, diet Coke, Sprite, Fanta, Mount Franklin, Neverfail Springwater, pump, Grinders Coffee, Goulburn Valley fruit juices, SPC Ardmona and Deep Spring.

Pacific Beverages is a joint venture company formed in August 2006 by CCA and SABMiller, the world’s second largest brewer, to market and distribute SABMiller’s premium beer brands, Peroni Nastro Azzurro, Miller Genuine Draft and Pilsner Urquell in Australia. Pacific Beverages began distribution of the beer brands across Australia on October 30.

Maxxium is a global company distributing premium spirits in 35 countries. Maxxium has four shareholders – the US-based Beam Global Spirits and Wine, the French Remy Cointreau, Scottish whisky producers The Edrington Group and the Swedish-based V&S Group.

Maxxium Australia’s brands include Jim Beam, ABSOLUT VODKA, Cointreau, Remy Martin, The Famous Grouse, The Macallan, Piper Heidsieck and Canadian Club.

Beam Global Spirits & Wine (BGSW) is a shareholder in Maxxium, and is the fourth largest spirits company in the world.

Beam Global Spirits & Wine Australia currently sells approximately 8 million cases of ARTDs each year in Australia, including market leader Jim Beam and Cola, Canadian Club and Cola and Old Crow and Cola.

Jim Beam, a 200 year old American bourbon, still brewed by the Beam family, is the world’s best-selling bourbon. In 1964 the US Congress declared Jim Beam “America’s Native Spirit”.

Facts on Maxxium brands in Australia:

- Jim Beam and Cola is the no.1 ARTD, with 19.7 per cent volume share (As of September 2006)
- Jim Beam is the no.1 spirit brand, with 9.5 per cent volume share (As of September 2006)
- ABSOLUT VODKA is the most preferred vodka brand (Source Research International 2006)
- In spirits Maxxium is no.2 in Australia, with 17.9 per cent of volume share.
- In ARTDs Maxxium is no.2 in Australia, with 21.7 per cent of value share.

Facts on ARTD and spirit market in Australia:

- Value of retail sales of all alcoholic beverages in Australia in 2006 is estimated at \$28.4 billion (Euromonitor).
- Value of retail sales of all non-alcoholic beverages in Australia is estimated at \$9 billion (excluding coffee, tea and dairy) (Euromonitor; CCA estimates).
- Value of retail sales of all ARTDs in Australia in 2006 is estimated at \$4.7 billion (Euromonitor).
- The ARTD category in Australia has grown by more than 15 per cent per annum over the last five years.
- Future growth in ARTDs likely to be high single digit growth.

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