

1 July 2013

To All:

Name of Company: Coca-Cola Central Japan Co., Ltd.
Name of Representative: Michael Coombs, Representative Director and President
(Code No.: 2580 1st Section, Tokyo Stock Exchange
("TSE") and Nagoya Stock Exchange ("NSE"))

Name of Company: Mikuni Coca-Cola Bottling Co., Ltd.
Name of Representative: Calin Dragan, Representative Director and President
CEO

Name of Company: Tokyo Coca-Cola Bottling Co., Ltd.
Name of Representative: Keiji Takanashi, Representative Director and President

Name of Company: Tone Coca-Cola Bottling Co., Ltd.
Name of Representative: Dan Nistor, Representative Director and President

Coca-Cola Central Japan Co., Ltd., Mikuni Coca-Cola Bottling Co., Ltd., Tokyo Coca-Cola Bottling Co., Ltd. and Tone Coca-Cola Bottling Co., Ltd. Announce Completion of Merger to Form Coca-Cola East Japan Co., Ltd.

Combination Creates the Largest Coca-Cola Bottler in Japan and the Fifth Largest Bottler in the Coca-Cola System Globally in Terms of Annual Revenue

Coca-Cola Central Japan Co., Ltd. ("CENTRAL"), Mikuni Coca-Cola Bottling Co., Ltd. ("MIKUNI"), Tokyo Coca-Cola Bottling Co., Ltd. ("TOKYO"), and Tone Coca-Cola Bottling Co., Ltd. ("TONE") today announced the completion of their merger through a share exchange and incorporation-type company split to form one unified company, Coca-Cola East Japan Co., Ltd. (CCEJ). Shares of the new company will start trading today on the Tokyo and Nagoya Stock Exchanges under the code 2580.

Calin Dragan, who later today will be appointed Representative Director, President and Chief Executive Officer of CCEJ, commented, "This is a great day for all CCEJ employees and our shareowners, as together we begin to write the next successful chapter of our collective history. This merger builds upon the solid foundation of deep and local connections previously established by each of these four individual bottlers, while developing a new platform for sustainable growth and value creation into the future. As a unified company, we are now able to more effectively pursue the opportunities that are present in the Greater Tokyo region through a relentless focus on marketplace execution, on operational excellence and on world-class innovation. Additionally, through this evolution we will be even more nimble in adapting to the changing marketplace and able to serve our customers better and faster."

For additional information on CCEJ, please visit the Company's new website at www.ccej.co.jp.

About Coca-Cola East Japan:

Coca-Cola East Japan Co., Ltd. (Tokyo and Nagoya Stock Exchanges Code No.: 2580) is the largest Coca-Cola bottler in Japan and the fifth largest bottler within the global Coca-Cola System in terms of annual revenue. The company markets, produces and distributes non-alcoholic, ready-to-drink beverages under the Coca-Cola trademark, including Coca-Cola and Coca-Cola Zero, as well as a variety of sparkling beverages, ready-to-drink coffees and teas, sports drinks, water, juices and juice drinks, and energy drinks. The company operates in the Kanto and Tokai regions of Japan, which includes Tokyo, and the combined franchise territory encompasses an area including 60 million consumers.

Coca-Cola East Japan (CCEJ) was formed through the merger of Coca-Cola Central Japan Co., Ltd., Mikuni Coca-Cola Bottling Co., Ltd., Tokyo Coca-Cola Bottling Co., Ltd. and Tone Coca-Cola Bottling Co., Ltd. which closed on July 1, 2013. For more information, visit CCEJ's website at www.ccej.co.jp.

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