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For Immediate Release

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Coca-Cola Bottling Co. Consolidated Announces New Facility in Horry County
Investment expected to generate 10 new jobs

COLUMBIA, S.C. – October 29, 2009 – The South Carolina Department of Commerce, Horry County, the Myrtle Beach Regional Economic Development Corporation (MBREDC) and the North Eastern Strategic Alliance (NESA) today announced that Coca-Cola Bottling Co. Consolidated will locate its new facility in Horry County. The \$4 million investment is expected to create 10 new jobs. The company will also relocate 40 employees to the facility, which will bring the total number of employees to 50.

“This new facility will allow us to provide even more exceptional service to our coastal customers. In addition, we will be able to more easily reach several of our markets in the Southeast and meet the increasing demand of our customers. Horry County is an excellent fit for our new operations, providing us a business-friendly environment and a strong workforce. We appreciate all the support we’ve received from state and local officials,” said Alison Patient, director of Corporate Affairs for Coca-Cola Bottling Co. Consolidated.

The new facility will be used for both warehouseing and distribution, and will be located on a 6.5 acre site near the intersection of S.C. Hwy 22 and S.C. Hwy 905. Service territory for the distribution center will include areas along the coast from Georgetown, S.C. to Southport, N.C.

“Coca-Cola Bottling Co. Consolidated is a world-class company and a major distributor of products throughout the Southeast and the nation. The company’s decision to locate new operations in Horry County is a positive reflection of the growth in this area and a testament that the exceptional workforce and market access in Horry County are working to attract new investment and job opportunities. Thanks to the team effort of state and local officials, Horry County will benefit from this investment now and in the future,” said Joe Taylor, Secretary of Commerce.

“We are excited that Coca-Cola Bottling Co. Consolidated has chosen to locate in Horry County and we look forward to working with the company in the future. This announcement is evidence of our business-friendly environment and our commitment to economic growth,” said Horry County Council Chairwoman Liz Gilland.

“This is an exciting project and we are happy to partner with the Department of Commerce, the Horry County Council and NESA, in working with the Coca-Cola Bottling Company. The company will be an asset to Horry County,” said MBREDC Executive Committee Chairman Jimmy Yahnis.

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“On behalf of the North Eastern Strategic Alliance, I would like to welcome Coca-Cola Bottling Company Consolidated to Horry County and thank them for their investment and job creation in our region. Horry County’s newest business partner will benefit from our dedicated workforce, high quality of life and business friendly atmosphere. I am confident that these factors will make the company’s operation in Horry County one of their most successful operations in the country for years to come,” said state Senator Yancey McGill, NESA chairman.

Coca-Cola Bottling Co. Consolidated is the second largest Coca-Cola bottler in the United States. The company is a leader in manufacturing, selling, and distributing soft drinks. With corporate offices in Charlotte, N.C., the company does business in eleven states, primarily in the Southeast. Coca-Cola Bottling Co. Consolidated makes, sells, and delivers carbonated and noncarbonated beverages, primarily products of The Coca-Cola Company. For more information, please visit www.cokeconsolidated.com.

About S.C. Department of Commerce

The S.C. Department of Commerce works closely with economic development professionals throughout the state to recruit new jobs and investments and help existing businesses grow. Commerce has been recognized for its success in the areas of job creation and economic impact by Area Development magazine and Southern Business and Development magazine. The S.C. Department of Commerce was one of 10 state economic development organizations to receive Area Development’s Silver Shovel Award in 2009 and Commerce ranked number two in the South in points per million residents by Southern Business and Development for the state’s 2008 job recruitment efforts. In addition to job and investment recruitment, the agency provides a range of business support services, offers grants for community development and infrastructure improvements, and provides tools to enhance workforce skills. For more information, visit www.SCcommerce.com.

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