

Media Release

SENIOR MANAGEMENT APPOINTMENTS AT COCA-COLA AMATIL

Sydney
Tuesday 27 April 2010

Coca-Cola Amatil (CCA), is pleased to announce the appointment of John Murphy, the former Managing Director of Fosters Australia, as Managing Director, Licensed/Alcohol for CCA Australasia, a newly created role. Mr Murphy will commence at CCA on 1 July 2010.

Mr Murphy joins CCA after a long and distinguished career in the alcohol and consumer goods areas, including 27 years at Fosters where he was MD of Fosters Australia until August 2006. Mr Murphy was most recently CEO of Visy Australasia until August 2009.

Terry Davis, CCA's Group Managing Director said: "I am delighted to welcome John to this new position at CCA as we lift the focus on the growth of our premium alcoholic beverage business. With the commissioning of our new Bluetongue Brewery over the next few weeks John's enormous experience in the beer and alcohol industry will be invaluable assets to accelerate our organic growth plans for the business."

Mr Murphy said: "I am very excited to be joining the CCA team at a time of dynamic change in the alcohol industry which is seeking a market leader in innovation, brand development, retail support and distribution. These are capabilities that CCA has invested in over many years to provide the very best customer and consumer experience."

CCA is also pleased to announce the appointment of Vince Pinneri as Managing Director of SPC Ardmona.

Mr Pinneri has a strong customer management background gained over a 27 year long career in the Coca-Cola system, holding senior roles in Brazil, Germany, Hong Kong and the US. Mr Pinneri was most recently General Manager, Immediate Consumption and Petroleum at CCA, and will commence at SPC Ardmona on July 1. Mr Steve Perkins, who has been acting MD, will resume his position as SPC Ardmona's Chief Financial Officer.

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