



FOR GENERAL RELEASE TO THE PUBLIC
November 24, 2006

Merger with Efes Invest

The Board of Directors decided to invite the General Assembly of Coca-Cola İecek (CCI) for an extraordinary meeting, to be held on December 18, 2006, at Esendehir Mahallesi, Erzincan Caddesi No: 36 Ümraniye 34776, İstanbul address in order to approve the merger agreement, articles 6 and 7 of the Articles of Association, the capital increase and other issues related to the merger with Efes Invest. While the extraordinary General Assembly will be held on 2:30 p.m., the extraordinary General Assembly of A and B type shares will be held on 3:30 p.m. and 4:00 p.m., respectively.

About Coca-Cola İecek

Coca-Cola İecek (CCOLA.IS) is a listed company in İstanbul Stock Exchange, has a vision to be one of the leading bottlers of alcohol free beverages in Southern Eurasia (which we define as Turkey, the Caucasus and Central Asia) and the Middle East. Our business is to produce, sell and distribute carbonated soft drinks ("CSDs") and noncarbonated beverages ("NCBs"), primarily brands of The Coca-Cola Company, in Turkey, Kazakhstan, Azerbaijan, Jordan and Kyrgyzstan. CCI also has an effective 28.9% interest in the Coca-Cola bottler in Turkmenistan. In addition, CCI is a party to a joint venture that has the exclusive distribution rights for brands of the Coca-Cola Company in Iraq and has the option to become the sole Coca-Cola bottler in Iraq.

In the fourth quarter of 2005, CCI expanded its bottling operations beyond Turkey with the acquisition of an 87.63% interest in Efes Invest (EFES.IS) which acquired a 90.0% interest in CC Jordan.

CCI offers a wide range of beverages, including CSDs as well as an expanding selection of NCBs (a category that includes juices, waters, sports drinks, energy drinks, iced tea and iced coffee). The core brands in all markets are Coca-Cola, Coca-Cola light, Fanta and Sprite.

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