

Coca-Cola Hellenic Bottling Company S.A. announces appointment of Chief Operating Officer

Athens, Greece – 2 July 2009 – Coca-Cola Hellenic Bottling Company S.A. (Coca-Cola Hellenic, the Group) announced the appointment of Dimitris Lois to the newly created position of Chief Operating Officer, reporting directly to Doros Constantinou, Managing Director. The appointment will take effect from August 1, 2009. A separate announcement will be made regarding the replacement of Mr. Lois as Region Director.

In his new role as Chief Operating Officer, Mr. Lois will be responsible for all of Coca-Cola Hellenic's regional business units with all of the Group's Region Directors reporting directly to him. This new organisational structure will enable Coca-Cola Hellenic to increase the speed and flexibility of decision making to deliver operational excellence and leverage group-wide capabilities.

Doros Constantinou, Managing Director of Coca-Cola Hellenic, said *"I am delighted to promote Dimitris into this new role as his proven leadership, strong operational skills and a focus on people development over the past 2 years has already delivered successful business results. His new role will be important in accelerating the execution of key strategic priorities and will enable us to maximise opportunities in an increasingly dynamic market place. I look forward to continue working with Dimitris in his new capacity and believe his new role is fundamental in enabling Coca-Cola Hellenic to deliver on its vision of sustainable growth and value creation across the entire business."*

Mr. Lois joined Coca-Cola Hellenic in March 2007. In June 2007, Mr. Lois was appointed Region Director with responsibility for several of Coca-Cola Hellenic's key markets including Bulgaria, Cyprus, Greece, Moldova, Nigeria and Romania. Over the past two years, under Mr. Lois' leadership, volume and profit has grown in the double digits in his region of responsibility, by enhancing route-to-market effectiveness and driving improved operational efficiencies. He has a proven record of developing talent at all levels within the organisation.

Prior to joining Coca-Cola Hellenic, Mr. Lois held various senior management positions with Frigoglass S.A. for 10 years, becoming Managing Director in 2003. Under his leadership, Frigoglass became the world leader in providing Ice-Cold Merchandising solutions, primarily for the beverage industry, by extending its geographical footprint to 16 countries, expanding its customer base and consolidating its core strengths.

Mr. Lois is a Greek citizen and holds degrees in Chemical Engineering from the Illinois Institute of Technology and Northern Eastern University.

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About Coca-Cola Hellenic

Coca-Cola Hellenic is one of the world's largest bottlers of products of The Coca-Cola Company with sales of more than 2 billion unit cases. It has broad geographic reach with operations in 28 countries serving a population of approximately 560 million people. Coca-Cola Hellenic offers a diverse range of ready-to-drink non-alcoholic beverages in the sparkling, juice, water, sport, energy, tea and coffee categories. Coca-Cola Hellenic is committed to promoting sustainable development in order to create value for its business and for society. This includes providing products that meet the beverage needs of consumers, fostering an open and inclusive work environment, conducting our business in ways that protect and preserve the environment and contribute to the socio-economic development of our local communities.

Coca-Cola Hellenic's shares are listed on the Athens Exchange (ATHEX: EEEK), with a secondary listing on the London Stock Exchange (LSE: CCB). Coca-Cola Hellenic's American Depositary Receipts (ADRs) are listed on the New York Stock Exchange (NYSE: CCH) and Chess Depositary Instruments (CDIs) are listed on the Australian Stock Exchange (ASX: CHB). Coca-Cola Hellenic is included in the Dow Jones Sustainability and FTSE4Good Indexes. For more information, please visit www.coca-colahellenic.com