

**Coca-Cola Hellenic Bottling Company S.A.
announces appointment of new Strategy and Business Development
Director and Chief Financial Officer**

Athens, Greece – 12 December 2008 - Coca-Cola Hellenic Bottling Company S.A. ('Coca-Cola Hellenic' or 'the Group') announced today that Mr. Nik Jhangiani will be appointed to the new position of Strategy and Business Development Director, reporting directly to Mr. Doros Constantinou, Managing Director. Mr. Jhangiani's new responsibilities will focus on identifying broader strategic initiatives for Coca-Cola Hellenic to explore new growth and value enhancing opportunities across the Group's product and geographic portfolio.

Mr. Robert Murray, currently Deputy Chief Financial Officer will assume Mr. Jhangiani's existing responsibilities, and become Chief Financial Officer. Mr. Murray has held several key senior positions since joining the Coca-Cola system in 1987 and has a record of driving operational excellence and tight cost control.

Both appointments will be effective 1 January 2009.

Mr. Doros Constantinou, Managing Director of Coca-Cola Hellenic, said *"I am delighted to announce today's important management appointments which highlight the success of our commitment to developing and transferring talent within our business, and the strength of our organisational planning.*

During his four and a half years as Chief Financial Officer, Nik has significantly contributed to the growth and development of Coca-Cola Hellenic. In his new position, Nik will explore more proactively the right strategic initiatives to leverage the Group's strengths and capture the opportunities that lie ahead to secure new avenues of future earnings growth and shareholder value creation.

Rob has worked closely with Nik over the past 6 months in his capacity as Deputy CFO, already contributing significantly to a number of group-wide finance initiatives. Having spent over 20 years in the Coca-Cola bottling system, I am confident that Rob's strong operational and financial experience, successful track record as a country General Manager and proven leadership skills will add continued value to Coca-Cola Hellenic".

Biography of Robert Murray

Robert began his association with The Coca-Cola system in 1987, when he joined the Coca-Cola Bottling Company of New York, as Controller of Operations, Director of Purchasing and CFO for the BevServ Division.

In 1997, he joined Coca-Cola Amatil in Vienna as Business Planning Manager for Europe and then Vending Manager. Having acquired significant cross-functional experience, Robert was appointed General Manager in Hungary in 2001, where under his leadership, the operation achieved significant top-line growth and a successful turnaround in profitability.

In 2006, he was appointed General Manager in Switzerland, where he oversaw the implementation of an enhanced route-to-market strategy, supporting improved sales effectiveness and volume and profitability growth in the country. Robert holds a diploma of Business Administration and Accounting from George Washington University. Robert was appointed Deputy Chief Financial Officer in October 2008 and has been working closely alongside Mr. Jhangiani since July 2008.

ENQUIRIES

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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 550 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