

Cott Launches Orient Emporium Tea Co.(TM) Brand

New Premium Tea Brand Furthers Company's Non-Carbonated Beverage

Expansion

TORONTO, Aug. 28 /PRNewswire-FirstCall/ - Cott Corporation (NYSE:COT; TSX:BCB) today announced that its new Orient Emporium Tea Co.(TM) line of premium ready-to-drink teas is now available and have begun shipping in North America. The high-quality, ready-to-drink flavored teas are being sold in over 1500 Wal-Mart Supercenters.

"Our new line of teas is a further example of Cott's ability to respond rapidly to the needs of our customers and to grow our business by penetrating new beverage segments," commented Brent Willis, Cott President and Chief Executive Officer. "Ready-to-drink flavored teas is one of the fastest growing segments in the industry and we were able to take our product line from concept to market in less than two months."

The Orient Emporium Tea Co.(TM) brand includes 10 distinct flavors, from exotic Asian-inspired combinations such as Jasmine Sumana to popular Green and White teas with flavour infusions. (For the full product list, see below.) Nine of the 10 available flavors contain the powerful antioxidants and health benefits long associated with tea drinking in Asian cultures. The products are manufactured in-house and packaged in 20-ounce PET bottles, in both six and 12-packs.

"We've seen new entries in this category recently but what sets the Orient Emporium Tea Co. (TM) brand apart is the premiumness of the products, still at a great value. As we build the brand together with retailer partners in-store, we are confident consumers will trade up to this smart choice in teas."

Cott's Orient Emporium Tea Co.(TM) ready-to-drink teas are available in: Green Tea with Citrus; Diet Green Tea with Citrus; Green Tea Berry Medley; White Tea with Berry Medley; White Tea with Clementine Orange; Raspberry Iced Tea; Jasmine Sumana Tea; Oolong Jahini Tea; Rooibos Terema Tea; and Yudomo Black Tea from Darjeeling Region of India.

About Cott Corporation

Cott Corporation is one of the world's largest non-alcoholic beverage companies and the world's largest retailer brand beverage provider. The Company commercializes its business in over 60 countries worldwide, with its principal markets being the United States, Canada, the United Kingdom and Mexico. Cott markets or supplies over 200 retailer and licensed brands,

and Company-owned brands including Cott(R), RC, Vintage(R), Vess(R) and So Clear(TM). Its products include carbonated soft drinks, sparkling and flavoured mineral waters, energy drinks, juices, juice drinks and smoothies, ready-to-drink teas, and other non-carbonated beverages. The Company's website is www.cott.com.

Safe Harbor Statements

This press release contains forward-looking statements reflecting management's current expectations regarding future results of operations, economic performance, financial condition and achievements of the Company. Forward-looking statements, specifically those concerning future performance such as those relating to the ability of individuals to accomplish change and the ability of structural organizational changes to improve financial performance, are subject to certain risks and uncertainties, and actual results may differ materially. These risks and uncertainties are detailed from time to time in the Company's filings with the appropriate securities commissions, and include, without limitation, stability of procurement costs for raw and packaging materials, the Company's ability to restore plant efficiencies and lower logistics costs, adverse weather conditions, competitive activities by national, regional and retailer brand beverage manufacturers, the Company's ability to develop new products that appeal to consumer tastes, the Company's ability to identify acquisition candidates, successfully consummate acquisitions and integrate acquired businesses into its operations, the ability to retain qualified persons, fluctuations in currency versus the U.S. dollar, the uncertainties of litigation and regulatory review, loss of key customers and retailers' continued commitment to their retailer brand beverage programs. The foregoing list of factors is not exhaustive. The Company undertakes no obligation to publicly update or revise any forward-looking statements.

SOURCE Cott Corporation

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