

Cott spins a web! Spider-Man 3 soft drinks launch across the U.S.

TORONTO, May 11 /PRNewswire-FirstCall/ - Cott Corporation (NYSE:COT; TSX:BCB), the world's largest retailer brand soft drink provider has launched Spider-Man(TM) 3 soft drinks in partnership with Wal-Mart. The special product line ties in to Columbia Pictures' Spider-Man (TM) 3, which shattered box office records in its opening weekend and is currently playing in theatres nationwide.

Cott has launched three flavors of the beverage in 12-pack 8 oz small portion cans. Green Apple, Blue Raspberry and Orange Spider-Man(TM) 3 sodas, under license from Spider-Man Merchandising L.P., are available in all Wal- Mart stores across the U.S. The products have 33% less sugar than regular soft drinks and are fortified with eight vitamins and minerals, satisfying both moms and kids alike.

"Our license agreement for the Spider-Man(TM) 3 brand is another example of Cott's successful focus on innovation and customer partnership," said Brent Willis, Chief Executive Officer of Cott. "Spider-Man is one of the world's top character franchises. This is a great seasonal addition to a retailer's beverage program and demonstrates our ability to support brands with exceptional products and packaging."

About Spider-Man(TM) 3

Columbia Pictures' Spider-Man(TM) 3 reunites the cast and filmmakers from the first two blockbuster adventures for a web of excitement that will transport worldwide audiences to thrilling new heights on May 4, 2007.

In Spider-Man(TM) 3, based on the legendary Marvel Comics series, Peter Parker has finally managed to strike a balance between his devotion to M.J. and his duties as a superhero. But there is a storm brewing on the horizon. When his Spider-Man suit suddenly changes, turning jet-black and enhancing his powers, it transforms Peter as well. Under the influence of the suit, Peter becomes prideful and overconfident and he begins to neglect the ones he cares about the most. As two of the most-feared villains yet, Sandman and Venom, gather unparalleled power and a thirst for retribution, Peter's greatest battle is the one within himself. Spider-Man will need to rediscover the compassion that makes him who he is: a hero.

Columbia Pictures Presents A Marvel Studios/Laura Ziskin Production Spider-Man(TM) 3 starring Tobey Maguire, Kirsten Dunst, James Franco, Thomas Haden Church, Topher Grace, Bryce Dallas Howard, James Cromwell, Rosemary Harris, and J.K. Simmons. The film is directed by Sam Raimi. The screenplay is by Sam Raimi & Ivan Raimi and Alvin Sargent and the screen story by Sam Raimi & Ivan Raimi and based on the Marvel Comic Book by Stan Lee

and Steve Ditko. The producers are Laura Ziskin, Avi Arad, and Grant Curtis. The executive producers are Stan Lee, Kevin Feige, and Joseph M. Caracciolo.

About Columbia Pictures

Columbia Pictures, part of the Columbia TriStar Motion Picture Group, is a Sony Pictures Entertainment company. Sony Pictures Entertainment (SPE) is a subsidiary of Sony Corporation of America (SCA), a subsidiary of Tokyo-based Sony Corporation. SPE's global operations encompass motion picture production and distribution; television production and distribution; digital content creation and distribution; worldwide channel investments; home entertainment acquisition and distribution; operation of studio facilities; development of new entertainment products, services and technologies; and distribution of filmed entertainment in 67 countries. Sony Pictures Entertainment can be found on the World Wide Web at <http://www.sonypictures.com>.

About Spider-Man Merchandising, LP

Spider-Man Merchandising, LP, the limited partnership comprised of Marvel Entertainment, Inc. and Sony Pictures Consumer Products Inc., oversees the licensing and merchandising activities for Columbia Pictures' Spider-Man(TM) feature films and animated series all based on the Marvel character.

Spider-Man and related characters: TM & (C) Marvel Characters, Inc.

Spider-Man 3, the Movie: (C) 2007 Columbia Pictures Industries, Inc. All rights reserved.

About Cott Corporation

Cott Corporation is one of the world's largest non-alcoholic beverage companies and the world's largest retailer brand soft drink 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, RC, Vintage, Vess and So Clear. Its products include carbonated soft drinks, sparkling and flavored waters, energy drinks, sports drinks, juices, juice drinks and smoothies, ready-to-drink teas, and other non-carbonated beverages. The Company's website is www.cott.com. The brand names referenced in this press release

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