

## **James H. Morgan Elected to Coca-Cola Consolidated Board of Directors**

February 27, 2008

CHARLOTTE, N.C., Feb 27, 2008 (BUSINESS WIRE) -- Coca-Cola Bottling Co. Consolidated (NASDAQ: COKE) today announced that James (Jim) H. Morgan has been named to the Company's Board of Directors. Mr. Morgan is the Chairman, President and Chief Executive Officer of Krispy Kreme Doughnuts, Inc., New York Stock Exchange listed company.

"We are very pleased to have an individual with such an extensive background in business and community affairs join our Board," Coca-Cola Consolidated Chairman and CEO J. Frank Harrison III said. "Jim Morgan is not only an outstanding individual, but a proven leader with a keen insight into business."

Mr. Morgan, 60, was named President and Chief Executive Officer of Krispy Kreme Doughnuts, Inc. in January 2008. Mr. Morgan has been a member of the Krispy Kreme Board of Directors since 2000 and was elected its Chairman in 2005. Prior to joining the Board of Directors at Krispy Kreme, he served as Chairman and Chief Executive Officer of Wachovia Securities following the acquisition of Interstate/Johnson Lane, Inc. (IJL) by Wachovia Corporation. Before it was acquired by Wachovia Corporation, he served as Chairman and Chief Executive Officer of Interstate/Johnson Lane, Inc.

Mr. Morgan has an extensive community service record and maintains a lifelong commitment to youth and education through his involvement with numerous charitable organizations. He is a past President of the Vanderbilt University Alumni Association and recently served on the University's Board of Trust. He has served as Chairman of the Board for the Metro YMCA of Charlotte, NC. As an active member of Providence Baptist Church in Charlotte, Mr. Morgan teaches a young couples class and has been a Sunday school teacher for the past 35 years.

Charlotte-based Coca-Cola Consolidated is the nation's second largest Coca-Cola bottler with franchise territories in 11 Southeastern states. --Enjoy Coca-Cola--

SOURCE: Coca-Cola Bottling Co.

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