

Cott launches new demand planning system to improve service and reduce costs

Implementation of Supply Planning System on Track for Completion by

Year-End

TORONTO, July 20 /PRNewswire-FirstCall/ - Cott Corporation (NYSE:COT; TSX:BCB) announced today that it has successfully completed the implementation of a new demand planning system for its North American supply chain, a key initiative in the Company's cost reduction and efficiency goals.

Earlier in the year Cott selected Manugistics Inc., which was recently acquired by JDA Software Group, to supply an advanced, web-enabled demand and supply planning system to help maximize Cott's North American supply chain performance. The demand planning portion of the system was launched live on June 29th, ahead of schedule. Progress on implementing the supply planning portion is on schedule with all of Cott's North American plants expected to be complete by the end of the year.

"The progress being made in our North American supply chain is a critical component of our plan to aggressively reduce costs and improve service to our customers," said Brent Willis, Cott President and CEO. "We expect this system to help improve our operating margins with reduced waste and better visibility and control over our entire supply chain."

"The demand and supply planning solution we are delivering to Cott will enhance decision-making on product demand, availability and shipment deliveries," said Ronald Kubera, JDA's senior vice president of supply chain. "Customers in today's fast-paced retail environment need to know that their suppliers can meet their demands. Using our supply chain solutions will enhance and strengthen Cott's ability to respond to those demands."

About Cott Corporation

Cott Corporation is one of the world's largest retailer brand beverage suppliers whose principal markets are North America, the United Kingdom and Mexico. The Company's website is www.cott.com.

About JDA Software Group, Inc.

With its acquisition of Manugistics finalized on July 5, 2006, JDA(R) Software Group, Inc.

(Nasdaq:JDAS) is the global leader in helping more than 5,500 retail, manufacturing and wholesale-distribution customers in 60 countries realize real demand chain results. By capitalizing on its industry position and financial strength, JDA commits significant resources to advancing the JDA Portfolio(R) suite of supply and demand chain solutions. JDA Portfolio software enables high-performance business process optimization and execution from the manufacturer's plant, through distribution to an end customer or a retailer's shelf. With offices in major cities around the world, JDA employs the industry's most experienced supply and demand chain experts to develop, deliver and support its solutions.

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 success of the Company's measures to support margin improvement, stabilization of the Company's North American business and the Company's views on receipt of final clearance from the U.K. Competition Commission, 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, 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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