

Cott Responds to Recent Space Reallocation Reports

TORONTO, CANADA, Feb 26, 2008 (MARKET WIRE via COMTEX News Network) -- Cott Corporation (NYSE: COT)(TSX: BCB), the world's largest retailer brand soft drink provider, in response to recent reports of reallocation of shelf space by Wal-Mart, confirmed that it has received notice of a reduction in shelf space and merchandising support for Wal-Mart's private label carbonated soft drinks in the U.S., including Sam's Choice, which would be significant to Cott's business plans. However, the 2008 programs have not yet been finalized and Cott is still actively negotiating with Wal-Mart appropriate space allocation and other merchandising programs associated with Sam's Choice brands. Wal-Mart is Cott's biggest customer and Cott is fully committed to deploying the necessary efforts to maintain a mutually satisfactory relationship for the long-term. Cott further confirmed that Wal-Mart's notice did not indicate any potential shelf space reduction for Sam's Choice water.

Conversations between Cott and Wal-Mart are on-going and the final outcome of the 2008 merchandising, shelf allocation and other support programs for Sam's Choice carbonated soft drinks at Wal-Mart has yet to be determined. Regardless of the outcome, Cott will work hard to continue to diversify its customer base and to offset the potential impact on its profitability.

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 company. 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 and trademarks referenced in this press release are trademarks of Cott Corporation, its affiliated companies, customers, or other fourth parties.

Safe Harbor Statements

This press release contains or refers to forward-looking statements reflecting management's current expectations regarding future results of operations, economic performance, financial condition and achievements of the Company. The forward-looking statements are based on assumptions that volume and revenue will be consistent with historical trends, and that interest rates will remain constant and debt levels will decline, and, in certain cases, on management's current plans and estimates.

Management believes these assumptions to be reasonable but there is no assurance that they will prove to be accurate. Forward-looking statements, specifically those concerning future

performance such as those relating to the success of the Company's measures to increase volume and revenue, reduce costs and increase operating income, obtain capacity increases, and introduce new products are subject to certain risks and uncertainties, and actual results may differ materially. The Company undertakes no obligation to publicly update or revise any forward-looking statements.

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