

## Cott Corporation Strengthens Global Procurement Function With Appointment of William Reis

TORONTO, CANADA, Mar 08, 2007 (MARKET WIRE via COMTEX News Network) -- Cott Corporation (NYSE: COT) (TSX: BCB), the world's largest retailer brand soft drink provider, announced today the appointment of William (Bill) Reis to the position of Senior Vice President, Global Procurement and Chief Procurement Officer, effective March 26, 2007.

Reis has nearly 20 years of experience in the procurement field, including 13 years with the Coca-Cola Company in various purchasing and procurement roles in the U.S., Europe and Latin America. Most recently he was Senior Vice President and Chief Procurement Officer for Revlon and prior to that, he spent three years as Vice President of Global Procurement Management for Goldman Sachs.

"We are extremely fortunate to have someone with Bill's depth of experience and global track record in procurement joining the team at a time when managing our raw material costs is so critical to Cott's growth and success," said Rick Dobry, Cott's Chief Manufacturing and Supply Chain Officer. "His appointment is another step we've taken to strengthen our organization and leverage our global support functions to reduce costs and become the best partner to our retailer customers."

In prior roles, Reis introduced cost reduction, commodity procurement and forecasting programs that resulted in millions of dollars in annual savings. He was also responsible for the implementation of leading-edge E-Sourcing technologies. Reis will be based in Cott's Tampa office and a member of the Manufacturing and Supply Chain executive team.

### 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](http://www.cott.com). The brand names referenced in this press release are trademarks of Cott Corporation, its affiliated companies, our customers, or other third parties.

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