

Press Release



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COTT ANNOUNCES DATE FOR THIRD QUARTER EARNINGS RELEASE AND CONFERENCE CALL

TORONTO, ON and TAMPA, FL – October 20, 2010 -- Cott Corporation (NYSE:COT; TSX:BCB) announced today that the Company will release its third quarter financial results before the markets open on Thursday, November 4, 2010.

Third Quarter Earnings Conference Call

Thursday, November 4, 2010 – 10:00 a.m. EDT
North America: (877) 407-8031
International: (201) 689-8031
This is a live, listen-only dial-in telephone line.

Webcast

A live audio webcast will be available through the Company's website at <http://www.cott.com>. The webcast will be recorded and archived for playback on the investor relations section of the website for two weeks following the event.

About Cott Corporation

Cott is the world's largest retailer brand beverage company. With approximately 4,000 employees, Cott operates soft drink, juice, water and other beverage bottling facilities in the United States, Canada, the United Kingdom and Mexico. Cott markets beverage concentrates in over 50 countries around the world.

Website: www.cott.com