

## Cott Completes Senior Leadership Team with Two New Appointments

### Rick Dobry Joins Cott as Chief Manufacturing & Supply Chain Officer

TORONTO, Sept. 27 /PRNewswire-FirstCall/ - Cott Corporation (NYSE:COT; TSX:BCB) today announced that it has completed the formation of its senior leadership team with the hiring of Rick Dobry to the position of Chief Manufacturing & Supply Chain Officer. In addition, the Company has promoted Edmund O'Keeffe to the expanded role of Vice President, Strategy and Investor Relations.

"We are extremely fortunate to have someone of Rick Dobry's caliber join Cott," commented Brent Willis, CEO of Cott Corporation. "His depth of world-class experience across all aspects of supply chain, operations and manufacturing will be a major force in driving our cost control and improved performance globally."

As Chief Manufacturing & Supply Chain Officer, Dobry will oversee Cott's global manufacturing, supply chain, logistics, quality and R&D functions. He joins the Company with a career history in consumer packaged goods. He was most recently President, Americas Supply for Diageo. In this position, Dobry was responsible for all areas of Operations and Technology for Diageo's business in the U.S., Canada, Latin America and the Caribbean. Prior to joining Diageo, he spent 10 years with Tropicana in senior leadership roles responsible for supply chain, sales, logistics and purchasing. He has also held positions with Kraft and Hershey Foods and holds an MBA in Finance from the University of Akron and Bachelor of Science in Business Logistics from Penn State University.

The promotion of Edmund O'Keeffe to Vice President, Strategy and Investor Relations, reflects the Company's commitment to a disciplined approach in business planning and strategy development. He will play a key role working with the business units to identify opportunities for growth and to convert strategy into action plans and measurable targets. He will also continue to lead Cott's investor relations function.

O'Keeffe joined Cott in 1994 and has held numerous senior-level positions with responsibility for product and category management, market analysis, strategic planning and corporate development. He holds a Masters degree from the Harvard Business School and a Bachelor of Commerce from University College in Dublin.

"Edmund has extensive knowledge of the beverage industry, our retail customers and all of our markets. He'll be a valuable addition to the Cott Management Committee and he'll work closely with me to drive our strategic agenda forward."

"We are very pleased that our new senior leadership team has come together so quickly. These two appointments to Cott's Management Committee will add great depth of experience

and will help accelerate the progress in our three key areas of focus - reducing costs, becoming our retail customers' best partner and driving innovation," added Willis.

Rick Dobry's appointment is effective October 23, 2006. Edmund O'Keeffe's promotion is effective immediately.

## About Cott Corporation

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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

## Safe Harbor Statements

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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 ability of individuals to accomplish change and the ability of structural organizational changes to improve financial performance, 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, the ability to retain qualified persons, 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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