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FOR IMMEDIATE RELEASE

IT'S THE *REAL* THING

(Commerce, California) - Things *do* go better with Coke, and Gibson is your source.

One of Coca-Cola's oldest licensing partners, leading tableware and cookware manufacturer Gibson USA is unveiling a new line of high-quality plasticware featuring "retro" designs from some of the soft drink giant's all-time favorite brands.

Classic names like **TAB**, **FANTA**, and **SPRITE** - as well as the original **COKE** - will be featured on a wide range of Melacore™ dinnerware, serveware and accessories scheduled to hit retail shelves in Spring 2007.

Constructed with Gibson's "ultra-grade" specifications, the new dinnerware and serveware combines higher amounts of composite plastics, giving the **COCA-COLA** items a heft lesser-grade plastics are unable to achieve.

As reported by major industry trade publications, plasticware continues to gain market share every year, grabbing another five percent in 2005.

"Retailers have long realized the benefits of Melacore™, and more and more consumers are realizing the same thing," said Karin Miller, Gibson's director of marketing. "Plasticware isn't about 'affordable' or 'inexpensive,'" Miller said. "It's about 'casual' and 'convenient,' which the vast majority of dining is. Melacore™ is the perfect companion to that."

"And with the strength of the **world's #1 brand** behind us, we know we can help a few more consumers come around to the idea of this dinnerware as the real thing," Miller said.

Gibson's Melacore™ is a result of the latest technology in composite



Gibson's new Coca-Cola dinnerware and serveware features old designs that are new again.

plastics, delivering all the popular qualities of melamine, but doing it for significantly less. Durable, lightweight and chip-resistant, Melacore™ can hold vibrant colors in contemporary designs and is available only from Gibson.

Product samples and additional images available upon request.

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Gibson USA has been a leader in the tabletop & housewares industry for over 25 years, supplying the world's leading retailers under the Gibson Everyday® and Gibson ELITE® brands. Gibson is also the industry's leading private-label resource and currently markets the country's #1 casual dinnerware line. For more information, visit us at www.gibsonusa.com.