



KARELIA

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THE WORLD THROUGH THE EYES OF KARELIA

Once again **Karelia Tobacco Company** has created an *original*.

October 2002 - **ORIGIN**, from **George Karelias and Sons**, is the first brand of its kind to be introduced to the Greek market, and very soon to the rest of the world. Presented as ten specialty cigarettes in a hinged-lid pack, **ORIGIN** is made exclusively from tobaccos grown in regions internationally renowned for exceptional quality. Ten exquisite Virginian blend cigarettes wrapped in two separate compartments guarantee freshness. The earthy-toned pack features the embossed brand name against the backdrop of a map and compass.

The creation of **ORIGIN** accentuates the Company's objective to create fresh unique brands. This underlying corporate philosophy has awarded Karelia an internationally renowned reputation for high quality, modernity and originality, and product innovation in the tobacco industry. The global presence of **KARELIA** and its well-known brands: **George Karelias and Sons**, **Karelia Slims**, **Karelia Lights** and a host of others, are a clear indication of the Company's determination to play an assertive role in an increasingly competitive consumer environment.

International Sales

KARELIA announced a significant 44% increase in its export sales for the first nine months of 2001 in comparison to 2000. More than 2.4 billion sticks were sold for the nine-month period 2001, compared to 1.7 billion for same period in 2000, representing a volume increase of 40%. **KARELIA** brands entered new markets in Northern Europe, the Far East and the Middle East in the third quarter 2001.

As part of its continual upgrade due to higher production demand, **KARELIA** is completing an investment program totaling 1,2 bn drachmas.

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