



KARELIA

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KARELIA SLIMS LISTED AT HONG KONG INTERNATIONAL AIRPORT

December 2006 – Karelia Tobacco Company has entered into a cooperation with Sky Connection at Hong Kong International Airport. The brands Karelia Slims and Karelia Slims Menthol will be sold at Sky Connection's Duty Free Shops at the departure terminal, with eye catching product displays.

Sky Connection's tobacco business is performing strongly as over 40 million international passengers travel through this airport each year, and the numbers are expected to grow in the future, supported by the ambitious plans of the Hong Kong Airport Authority.

This is an important listing for Karelia, who has focused on further expanding its business activities into Asia. Hong Kong is considered by many to be the center of Asia, as it is home to a powerful financial center and is recognized as an important gateway hub into China, the world's largest consumer market.

Managing Director, Andrew Karelias, commented: "With China's growing global economic influence and Hong Kong's increasing integration with mainland China, the entry of Karelia Slims at Hong Kong International Airport, is a significant step that will give our brand further product exposure, and more exposure for our Company in this part of the world. Our export sales to the Far East rose by 47% in 2006. We have now covered Hong Kong by air, and by land into China, and continue to see new opportunities for our brands."

Karelia also cooperates with King Power for the distribution of the Karelia Slims brand, at its border shop at the Hong Kong-China border (Lo Wu). Lo Wu is the major border checkpoint for travellers entering or exiting China by land, and has a staggering 90 million passenger departure and arrival incidences on a yearly basis. Through the same operator, the brands are also sold at Macau International Airport.

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