



# KARELIA

For Immediate Release  
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## **Karelia Brands Expand Their Reach into Switzerland**

October 2007 - Karelia Tobacco Company is pleased to announce the launch of its premium cigarette families in the Swiss domestic market. Karelia recently entered into an agreement with Oettinger Davidoff Group to distribute both George Karelis and Sons and Karelia Slims to premium tobacco retailers in that market.

The brands retail for SFR 6.80 and SFR 6.00 respectively. With the latest addition of Switzerland, Karelia brands are now available to consumers in 16 European markets.

Commenting on the launch, Adrian Brotschi, Member of the Executive Board of Oettinger Davidoff Group said, "Karelia's premium brands complement our policy to introduce product lines that enhance the choice of the Swiss adult smoker."

"The addition of the Swiss market through a credible partner like Oettinger Davidoff Group, particularly with such a product mix, can only be seen as a firm commitment towards an increased and successful presence in mature markets," stated Stathis Karelis, General Manager of Karelia Tobacco Company.