



# KARELIA

For Immediate Release  
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## THE NEW AND EXCLUSIVE GEORGE KARELIAS AND SONS EXCELLENCE TO BE LAUNCHED AT HEATHROW TERMINAL 5

March 2008 - In alliance with World Duty Free (WDF), **KARELIA TOBACCO COMPANY** will launch its new and highly exclusive flagship brand called **GEORGE KARELIAS AND SONS EXCELLENCE**, together with **KARELIA SLIMS**, to the duty free and travel retail shops at London Heathrow Terminal 5. The new brand will retail for £35. The new terminal that is scheduled to open on March 27<sup>th</sup> responds to the challenge put forward by BAA Retail and WDF to create for passengers a new approach to the airport travel and shopping experience.

World Duty Free passed this challenge to suppliers - it was looking for new and exclusive quality products. As KARELIA was preparing to launch **GEORGE KARELIAS AND SONS EXCELLENCE** in the UK domestic and duty free markets at the same time, it decided to delay its duty free launch to coincide with the opening of Terminal 5. The new **GEORGE KARELIAS AND SONS EXCELLENCE** brand fit the bill perfectly.



The expansion of the Company's cooperation with WDF and the introduction of **GEORGE KARELIAS AND SONS EXCELLENCE** come as a natural overture, as KARELIA brands have earned noteworthy success at World Duty Free outlets over the past few years. KARELIA once again outperformed the overall cigarette sector for the second time in 2007, with the internationally popular **KARELIA SLIMS** brand capturing double-digit volume growth.

A long-time vocal supporter in the industry for the introduction of new innovative brands to serve as a sound platform for further organic growth, KARELIA has high expectations for **GEORGE KARELIAS AND SONS EXCELLENCE** to "surprise and tempt" customers, two ingredients for success that WDF is focusing on.

**GEORGE KARELIAS AND SONS EXCELLENCE** has been created with only the very best grades of tobacco from around the world and has used the highest quality packaging available. The result is a cigarette that delivers a quality and superiority of taste that is not commonly found in today's more mass produced



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brands. Virginia leaf from North Carolina, Zimbabwe flue-cured, and Brazilian Santa Catarina tobaccos create a rich and rounded.

KARELIA has also spared no effort to create superlative luxury packaging. The 100 mm cigarettes have hot foil blocked white tipping paper and are carefully presented in an embossed gold inner layer protected by an extremely rigid carton. The high quality finish of the packaging drives home the KARELIA message that this is no ordinary cigarette.

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