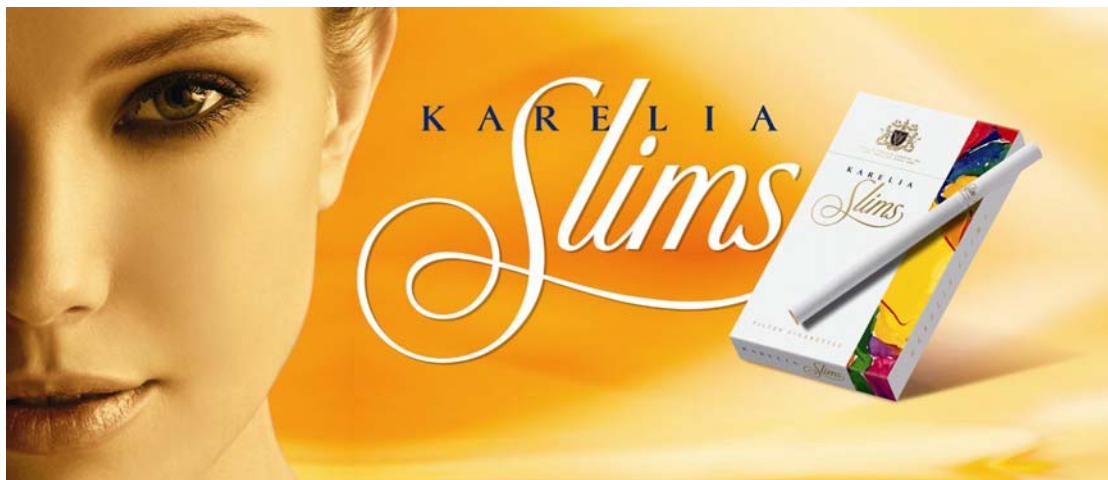




KARELIA SLIMS EXTENDS ITS REACH TO DUBAI DUTY FREE



October 2008 -- Karelia Tobacco Company, in alliance with Dubai Duty Free, is proud and pleased to announce that all 4 versions of Karelia Slims have been listed at the new DDF Concourse 2 as of October 14th.

The no. 3 ranking duty free operator with sales of \$880 million serving nearly 35 million passengers annually, will make Karelia Slims available to travelers along with other three brand family variants: Lights, Ultima and Menthol.

Sold in 70 countries around the world, Karelia Slims is one of the fastest growing cigarette brands in its category with a particularly strong presence in the region.

The development of Karelia Slims in duty free and travel retail over the past few years has also been very successful, as it has out-performed many well-established brands in the Duty Free sector, realizing double-digit growth for the past two years.

The Company will be showcasing its brand new Karelia Slims branded wall units and gondolas for duty free and travel retail shops on the occasion of the TFWA-WE in the Green Village – Stand L71.

(For further information on the new Karelia Slims branded wall units and gondolas please refer to the attached page).

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KARELIA
Slims



**NEW KARELIA SLIMS
WALL UNIT**

Dimensions:
1m x 50.5cm x 2.2 m (H)

includes:

-Lightbox constructed in solid white acrylic illuminated by LEDs.

-15 inch LCD monitor with media card slot for media refreshment

- Illuminated graphics

**NEW KARELIA SLIMS
GONDOLA**

Dimensions:

97cm x 89.6cm x 1.15 cm
(H)

includes:

- Construction in solid white acrylic with polished chrome

- 7 inch LCD monitor with media card slot for media refreshment

-Illuminated graphics