



# KARELIA

Contact: Joanna Kamarinopoulos  
Public Relations Manager  
Karelia Tobacco Company Inc.  
info@karelia.gr

## **KARELIA: STRONG PERFORMANCE CONTINUES IN 2004**

October 2004 - Greece's largest cigarette manufacturer and exporter once again prepares to welcome visitors in the Green Village (Stand L71) at the Palais des Festivals on the occasion of the 2004 TFWA World Exhibition. Karelia will also return to the Harbour Village on the Yacht Ineke IV.

Following Karelia's recent announcement of its six-month performance, the Company's outstanding international tobacco business generated excellent results, delivering an increase of more than 32%. The Company reinforced and expanded the presence of its brands in current markets, while it developed its business in several new countries. As a result, Karelia's international business is well positioned to continue delivering strong numbers in key growth segments.

With more than a century of expertise in the art of making fine quality cigarettes, and a reputation for having created some of the world's most distinctive brands, Karelia offers a full range of products in American and Virginian blends, supported by advertising and promotional campaigns. For airport and border shops, the Company has made available a branded wall-unit display case that can hold up to 200 cartons.

Among the brands on display shall be:

- The upscale luxury brand, **George Karelias and Sons** (Full Flavor, Superior Lights, and Plain Ovals) is well known for its exquisitely embossed shoulder boxes and superb Virginia blend.
- **Karelia Slims** (Regular, Ultima and Menthol Lights) is the Company's number one export brand. Presented in lively and elegantly colorful packs, the brand radiates the essence of femininity and style.
- **Karelia Lights Round Corner** has a fine blend of the world's best Virginia tobaccos. The packaging has a Round-Corner pack format that complements the merits of the brand and its world-class quality.
- **Karelia Royal** has the finest Virginia blend taste and uncompromising quality. This year the Company launched **Karelia Royal Lights**, a new extension of this brand family.
- **Wellington**, a premium blend cigarette created from carefully selected tobaccos.
- **American Legend** is an American blend cigarette offering a classic all-American taste.

KARELIA invites the Trade to discover its products at the TFWA World Exhibition in Cannes.