



# KARELIA

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## **KARELIA ANNOUNCES NEW BRANDS AT WORLD CONFERENCE**

May 2006 - Customers from all over the world gathered in Athens recently for Karelia's pioneering international conference "Karelia: The Way Forward".

At the event, the largest Greek cigarette manufacturer introduced several new and extended brands and discussed future marketing plans for its international markets.

In his keynote speech, Andrew Karelias, Managing Director, spoke about the company's latest brand developments. "Today Karelia is present in 66 countries around the world, and recognizes the vital importance of the continuous expansion of its trademarks," he commented.

"Some of the **brand extensions** will help to strengthen our presence at retail sales points, while other brands are entirely new and will help us to compete in new brand categories. To this end, the importance of duty-free in our brand building strategy is of key significance, as it is the first channel where new brands can gain such strong international exposure."

The Company's top export brand family, Karelia Slims, has been joined by a lighter version called Karelia Slims Lights. This dynamic brand continues to increase its international market share around the world and is sold at many leading duty-free outlets, including Heathrow (Terminals 1-4) and Gatwick Airports.

The ultimate brand in skill and craftsmanship, George Karelias and Sons, has been further extended with the launch of a new Roll-Your-Own pouch tobacco. George Karelias and Sons Superior Lights and Plain Ovals complete the line.

American Legend, a popular brand that enjoys high volumes, has benefited from a newly redesigned Lights version called American Legend Lights and a new brand extension called American Legend Menthol.

The Karelia Lights King Size family has been extended to include a full flavor version called Karelia King Size and a menthol version called Karelia Menthol. The distinctive Round Corner feature has been applied to the entire brand family.

In addition, the brand called Leader, a recent sweeping success on the Greek domestic market, has now become available to international markets in two versions: Leader Red (full flavor) and Leader Blue (lights).

The conference was a landmark event for the independent tobacco house. It was attended by Karelia's clients and distributors representing established and emergent markets, both domestic and duty free. With the roll-out of a range of exciting new and extended lines Karelia made the strongest possible statement about its optimism for the future.

Karelia participates every year at Tax Free Asia Pacific in Singapore. For an introduction to their entire portfolio, Karelia invites you to visit their representatives at Stand F1.

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