



Contact: Joanna Kamarinopoulos
Public Relations Manager
Karelia Tobacco Company Inc.

KARELIA ACQUIRES ALTADIS'S BACKWOODS BRAND

November 2008 – Karelia announced the acquisition of Altadis S.A.'s Backwoods cigar brand for the Greek domestic and duty free markets. Backwoods is a very successful cigar brand that Karelia has been importing and distributing in Greece since 1999. Karelia purchased the brand, for a nominal amount, following the E.U.'s recommendation to Altadis to divest itself from certain trademarks in several E.U. countries, in connection with its own acquisition by Imperial Tobacco Company.

Karelia is now the brand owner and distributor of Backwoods in Greece, and is exclusively responsible for its development and marketing support.

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