



KARELIA CREATES OMÉ

A NEW RANGE OF SUPERSLIMS CIGARETTES



MAY 2009 -- International, modern female smokers are demanding ever more sophisticated cigarettes that meet their expectations both in terms of smoking characteristics and outstanding presentation.

To satisfy these discerning smokers, the Karelia Tobacco Company has created Omé, a range of modern superslims cigarettes, available in two versions, each with a superior American blend.

The Omé concept is based on a relaxed, informal but elegant style. The pack design is dynamic and creates a sense of energy and constant movement. The brand logo is clean, bold with exciting with eye-catching silver detail. All these unique qualities when joined together convey a sense of modernity.

Omé cigarettes are packed in a compact "lipstick box" format, containing 20 cigarettes, which will easily fit into the handbag or pocket. The cigarettes themselves are super slim making them instantly recognizable and stylish.

Omé is available in Greece and several other international markets in 2 versions, Ome (6mg) and Ome Yellow (3mg), offering smokers the choice of finding the taste that suits them perfectly.

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