



KARELIA'S OMÉ SUPERSLIMS GROWS IN POPULARITY MENTHOL VERSION LAUNCH A SUCCESS

OCTOBER 2010 -- Karelia Tobacco Company has added a new variant to their successful Omé Superslims range. Omé Menthol (4mg) is now available internationally following a successful roll-out in the U.K. "Like the two other versions, Omé Menthol has been very well accepted in the U.K. duty free and domestic markets. The Menthol version was introduced to World Duty Free shops in Heathrow, Gatwick and Manchester in July, and has proven to be successful in all stores with sales exceeding expectations. We are now looking to increase distribution in the other shops," said Karelia's U.K. Director, Robin Page.

Since it was first introduced last year, the Omé range has been successfully launched in more than twenty international duty free and domestic markets in Western and Eastern Europe and the Middle East, including France, and most recently the Benelux countries. In Cannes this year, buyers will be able to see the new merchandising units designed to support the brand's image building in duty free and travel retail outlets. The units emphasize the key characteristics of the brand, are bright and colorful, and include the use of colourful LED lighting.

Travelers are motivated by their perception of a brand's added value that gives them something their current brand doesn't. This is why Karelia places so much importance on the merchandising units and marketing promotion, investing heavily in high quality customized stands and gondolas around the world for its brands.

Omé cigarettes are packed in a compact "lipstick box" format, containing 20 super slim cigarettes, which will easily fit into the handbag or pocket. Omé is also currently available in 3 versions, Omé (6mg), Omé Menthol (4mg), and Omé Yellow (3mg).

Internationally renown in more than 70 countries for its high quality blends and distinctive packaging, Karelia returns to the Bay Village (No. 6) with its full range of brands: **George Karelias and Sons, Karelia Slims, Karelia Family, Karelia Royal, American Legend, Wellington, and Omé.**

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