



# KARELIA

*Fine Tobaccos Since 1888*

## **KARELIA LAUNCHES NEW OMÉ MENTHOL VERSION**

**Following the successful launch of the Omé Superslims range in France this year**



SEPTEMBER 2010 -- Karelia Tobacco Company 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. Since it was first introduced last year, the Omé range has been successfully launched in twenty international duty free and domestic markets in Western and Eastern Europe, the Middle East, the Far East, and the latest, France, this year.

"We are enthusiastic about the prospects for the Omé range. The results are very encouraging with both the Omé and Omé Yellow version having been well accepted by consumers, especially in countries like Spain, where we are quite happy with the brands initial performance." said Joanna Kamarinopoulos, Public Relations Manager.

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 currently available in 3 versions, Omé (6mg), Omé Menthol (4mg), and Omé Yellow (3mg) offering smokers the choice of finding the taste that suits them perfectly.

Karelia Tobacco Company is located at stand 8.B22, Hall 8, at the Inter Tabac Fair in Dortmund, 17-19 September 2010.

**Contact: J. Kamarinopoulos, Public Relations Mgr., Karelia Tobacco Company Inc.  
[info@karelia.gr](mailto:info@karelia.gr)**