



**KARELIA OMÉ SUPERSLIMS RANGE  
MAKES A SPLASH IN FRANCE  
PLUS A NEW MENTHOL VERSION IS UNVEILED**



MAY 2010 -- Omé, the new super slims range by Karelia Tobacco Company, has recently made a splash with its launch in France since the beginning of the year. In cooperation with Villiger and Altadis France, the new range has been launched in the French domestic market.

"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.

Now a new Menthol variant, Omé Menthol (4mg), has just been launched in the U.K. and more countries are likely to follow.

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, and the Far East.

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 G1 at the Tax Free Asia Pacific show.

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